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THE NATIONAL NEWSPAPER OF MARKETING

Foremost Returns to GB&B After 5 Years at BBDO

Third Biggest Dairy Gives $5,000,000 Nod to Shop It Dropped

SAN FRANCISCO, Oct. 10—Sort of figuratively speaking, an office in Greece has just been opened by Walter Guild, the often outspoken agency president who in August, 1956, refused to gloss over the fact that he'd been fired by a whopping big account.

Today, Guild, Bascom & Bonfigli's location in San Francisco paid off as Foremost Dairies Inc., headquartered here, switched its $5,000,000 a year account from Batten, Barton, Durstine & Osborn back to the agency it had from March 20, 1951, to Aug. 13, 1956.

On the latter date, Guild sent a memo to all the GB&B staff, stating, "Well, folks, today Foremost fired us. It is the first time we've been fired, and I don't expect any of you to like it. I don't myself. If pressed for a reason why we were fired, just say, 'the best advertising is no substitute when you don't have an office in

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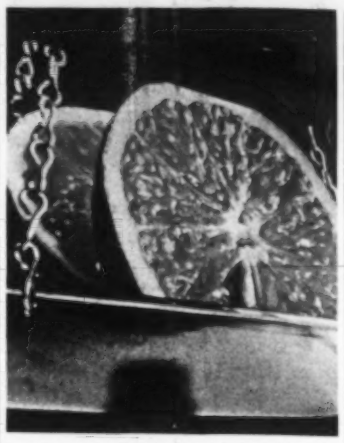
WSAAA Unit Asks Initials to Show Professional Status

LOS ANGELES, Oct. 11—The Western States Advertising Agencies Assn. and the San Diego Advertising Agencies Assn. recently joined forces to study methods aimed at the "professionalization of advertising practitioners."

This week, in a joint report, the committee on professionalization recommended that "definite steps be taken to certify qualified individual advertising people as 'certified advertising practitioners'."

Moreover, the committee suggested that "technical arrangements" be made to authorize admen to use either "certified advertising practitioner" or the initials CAP—or both—"in connection with their personal names."

In making its recommendations to the WSAAA, the joint committee took pains to disassociate itself from supporters of state licensing of admen. "Professionalization of advertising agencies generally has been confused with licensing," the report said. "It is the unanimous, considered and urgent recommendation of both committees that the entire subject of licensing be deferred for the time being. In fact, the threat of compulsory licensing is one of the strongest recommendations for professionalization or some other form of self-discipline." #



CITRUS AD—*This is one of 50 ads Campbell-Ewald showed the Florida Citrus Commission (see story on this page). This is part of a magazine ad showing two grapefruit halves in a scale, with copy reading "Grapefruit, the Heavyweight Champion."*

Thought Leaders Are Wary of Ads, 4A's Told

Hill & Knowlton Report Sparks Discussion at Central Region Meeting

(For more details on the Four A's report see Page 137.)

CHICAGO, Oct. 12—Thought leaders think advertising should give the facts—only the facts.

- About 80% of America's thought leaders "would be likely to adjust their views" about advertising if they were "enlightened by facts and argument."
- About 75% of the country's thought leaders "are unaware of efforts currently being made to improve the quality of advertising."

■ These were among the findings of a study completed by Group Attitudes Corp., a subsidiary of Hill & Knowlton, for the American Assn. of Advertising Agencies. An analysis of the findings was given here today to the annual meeting of the Four A's central region by John G. Mapes, executive committee chairman of Hill & Knowlton.

■ Television is singled out as the chief target of criticism by those interviewed, while print media—particularly magazines—fared considerably better (AA, Oct. 9).

Tv ads for proprietary drugs, cosmetics and cigaret ads come in for some heavy criticism. Unfavorable reaction to radio tended to be towards the saturation of advertising messages, rather than particular ads. Print ads were considered less intrusive than tv, with a higher degree of factual content.

■ According to the analysis presented to the agency meeting, "criticism of advertising by thought leaders stems primarily from the absence of readily available information on the functions, achievements and limitations of advertising." It added that, "to a lesser extent, it is based on personal reactions to particular advertisements."

Based on interviews with 180 "outstanding college professors, religious leaders, top business executives, editors and writers, and government leaders," the study

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At DMAA Convention . . .

Mail's for Specific Markets: Hesse; No, for Scatter Campaigns: Robinson

B&B, JWT Execs Joust as to Aptest Use of Medium at 44th Session

NEW YORK, Oct. 13—"Mass" versus "specialized" direct mail advertising was a top topic this week as more than 1,400 direct mailers and their wives invaded New York for the 44th annual Direct Mail Advertising Assn. convention.

Advocating direct mail that makes a "special" appeal to a "specific" taste was William R. Hesse, president of Benton & Bowles. But Edward Robinson, vp and group head of J. Walter Thompson Co., maintained that direct mail's big opportunity is in large national or regional mailings going to non-specialized lists.

Just before taking off for Florida, where he was to make Benton & Bowles' bid to recapture the Florida Citrus account, Mr. Hesse described a phenomenon which he called "people segmentation," a fact of 20th century life which, he contended, "no one with a product to sell, or a message to convey, can afford to overlook."

■ Mr. Hesse said national advertising is becoming less and less feasible for advertisers who want to get an accurate "fix" on these segmented prospects. "Regional editions are a partial answer to the problem, local publications often do a better job of zeroing in on the exact market and, potentially, direct mail is still better."

To illustrate the "splintering" of population, Mr. Hesse said the number of persons 18 to 24 will increase 52% in 10 years to constitute almost one-eighth of the total. The number of those 65 and

(Continued on Page 12)

Florida Citrus Cuts Field to B&B, L&N, Bates, C-E

LAKELAND, FLA., Oct. 13—The Florida Citrus Commission today narrowed its agency search to Benton & Bowles, the incumbent; Ted Bates & Co.; Campbell-Ewald; and Lennen & Newell. A final decision will be made "within two weeks" to give the four agencies time for "additional study."

The announcement, made at 2:05 this afternoon before some 200 anxious admen and citrus people in the commission's auditorium here came on the heels of seven presentations of about two hours each. It trimmed Kastor, Hilton, Chesley, Clifford & Atherton; Grant Advertising; and Keyes, Madden & Jones from the list of hopefuls on the $3,128,000 account; and was the latest step for an industry seeking "new strategy."

■ The names of Benton & Bowles, Bates and Lennen & Newell were served up by John T. Lesley, chairman of the fresh fruit advisory committee, also speaking on behalf of Florida Citrus Mutual and Florida Canners Assn. Commission member Vernon Conner interrupted a seconding motion and recommended that Campbell-Ewald be added; so it went with the 12-man

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FTC Commissioners Flay Colgate, Bates for 'Sandpaper' TV Mockup

'Don't Care What Former Chairmen Have Said on Props,' Paul Dixon Says

WASHINGTON, Oct. 11—The use of mockups for tv demonstrations came in for close critical examination today as the Federal Trade Commission heard final arguments in a case involving "sandpaper shaving" commercials for Colgate-Palmolive's Rapid Shave.

Attorneys for C-P and Ted Bates & Co. argued that sand-coated Plexiglas had been substituted for sandpaper solely for technical reasons. But several of the commissioners suggested the mockup made Rapid Shave look a lot more effective than it would have looked if real sandpaper had been used.

Today's argument and the decision that will follow constitute a

(Continued on Page 2)

Ads for Colgate's Liquid Ajax Set

NEW YORK, Oct. 13—Colgate-Palmolive Co. has started selling its newest product, a liquid Ajax with ammonia, and will break national advertising the week of Nov. 12.

One of the company's two stannous fluoride toothpastes, Colgate

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Fireworks in Drugs, Cosmetics Field

Things are popping in the drugs and cosmetics industry: Skyrocketing sales light up the cosmetics field, while Sen. Kefauver is making things hot with his investigation of ethical drug marketing, after a profitable 20 years in which ethicals have far surpassed proprietary drugs in volume and earnings. Just what's happening and what's likely to in the future are analyzed by ADVERTISING AGE in a special section on drugs and cosmetics marketing, starting on Page 57.

In the section, first of its kind ever produced by AA, are a rundown on the transformation of the booming cosmetics industry; tips on launching a new product; a list of 71 leading cosmetics advertisers and their ad expenditures; marketing profiles of ten leading ethical companies; U.S. maps showing where drug store sales per capita are highest; charts on sales trends; and reports on operations of the world's largest drug wholesaler and of rack jobbers handling 58% of soaring health and beauty aid sales in food stores.

Last Minute News Flashes

Aitkin-Kynett Resigns $4,000,000 Fels Account

PHILADELPHIA, Oct. 13—Aitkin-Kynett Co. has resigned the $4,000,000 Fels & Co. account after five years, as a result of differences with Fels regarding new marketing philosophies of the company. The move is effective Dec. 31. In 1961 Fels will enjoy the highest sales volume in its history, at the lowest advertising cost per case since 1957, the agency said. Fels has been interviewing agencies to succeed Aitkin-Kynett.

International Minerals Drops KVPD

SKOKIE, ILL., Oct. 13—International Minerals & Chemical Corp. is seeking a new agency for its agricultural and industrial products succeeding Klau-Van Pietersom-Dunlap, Milwaukee, effective Nov. 30. The company reportedly wants a Chicago agency for the account, which has billing estimated at under $500,000. Needham, Louis & Brorby (Ac'cent) and Lawrence O. Holmberg Co. (corporate), both of Chicago, are IMC's other agencies.

Seaboard Finance Moves to Foote, Cone

LOS ANGELES, Oct. 13—Seaboard Finance Co. has appointed Foote, Cone & Belding, Los Angeles, as its agency, effective Jan. 1. Seaboard, which has been billing about $1,500,000, reportedly is the third largest finance company in the U.S. Frank Bull & Co. is the previous agency.

(Additional News Flashes on Page 137)

Sleeping Giant Awakes . .

Coke Declares War on Rival at Bottlers' Meeting

Sales Head Admits Coke Has Faced Competition 'Defensively' in the Past

MIAMI BEACH, Oct. 10—Coca-Cola Co.—which is enjoying its "biggest year"—yesterday declared war on Pepsi-Cola.

In the keynote speech to the 1961 bottlers' convention here, Pat O'Malley, vp and general sales manager, said Coke's policy was "to wage war by men, money and spirited, aggressive sales action . . . to wage war against a monstrous competitor . . . to tighten the grip of the leadership of Coca-Cola until he cries out for mercy, and then tighten it some more."

Mr. O'Malley never identified the competition as Pepsi-Cola, but he characterized the opposition as the company designating its product as "the drink for the active, vital, young and young-thinking people who buy more soft drinks."

■ Coke's sales boss conceded that his company had, in the past, "found it easier to fight from a defensive position." He added, "Too often, we—both the company and the bottler—have resisted change until it was forced upon us."

That day has gone, he said. "The slumbering giant slumbers no more. He is wide awake and wiser, and what is more significant, he is sore, fighting mad."

Mr. O'Malley said Coca-Cola is now determined to plan and act for the days ahead. "We are ready as never before to transmit this determination to the consumer through strong national advertising, profit-building promotions, and new packages."

■ No specific advertising plans were announced to the press, but it was evident Coke planned to emphasize a "selling" type of advertising and concentrate less on "reminder" advertising.

Mr. O'Malley said Coca-Cola was ready to "change, improve or throw out anything—whatever the cost or effort—as soon as we find something sharper, better and more effective to do."

Coca-Cola's appraisal of its current situation, he said, came in three parts: (1) "We must reckon with an aggressive and hungry competitor who's shrewd, tough and seems better equipped for growth in today's market than ever before"; (2) "we have a vast and vital cold-bottle market that is caught squarely in the middle of a rash of other products and mechanical obsolescence"; and (3) "costs on routes are skyrocketing and forcing retail prices to levels that endanger the economic base of this business."

■ Mr. O'Malley said his company today is, for the first time, "engaging in enterprises other than those directly concerned with the Coca-Cola business." He added, however, that Coca-Cola "will always be the heart" of the company's business.

In 1960, Coca-Cola sales were an estimated $360,000,000 while earnings were estimated at $35,000,000. The company spent an estimated $25,000,000 on all advertising last year. Pepsi-Cola sales amounted to $157,672,258 in 1960, and earnings were $14,180,705. Pepsi advertising expenditures totaled $16,422,000. #

Ridgway-Hirsch, French Advertising Merge in St. Louis

ST. LOUIS, Oct. 12—Two agencies here have merged effective Oct. 21. They are French Advertising and Ridgway-Hirsch Advertising Co., both of which began business in the early '30s.

Name of the merged agency will be Ridgway, Hirsch & French. The agency will move to larger quarters at 8012 Carondelet in Clayton.

The president of the combined agency is Casper S. Yost, formerly Ridgway-Hirsch president. George Johnson, the French agency's vp, will continue as vp of the new agency. Kenneth J. Bayer, former president of French, will be exec vp of the new company. Maurice L. Hirsch, the present chairman of Ridgway-Hirsch, retains that title in the merged agency. Max Wilten and Ed Schulenburg, both formerly vps of Ridgway-Hirsch, have been elected vps of the new organization.

"There will be no change in account management," Mr. Yost said.

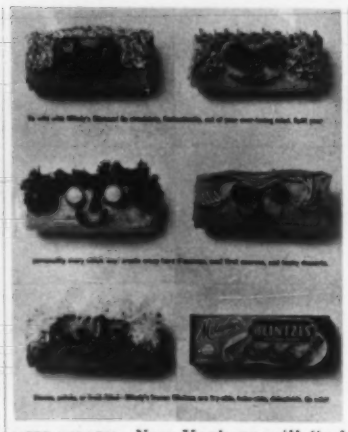
■ The merged agency will serve about 40 clients and this makes it one of the larger agencies in St. Louis.

The French agency was founded in 1931 by Oakleigh R. French, who will be associated with the new agency in a consulting capacity. #

Time Inc., RKO General Start Radio News Series

Time Inc. and RKO General will launch on Nov. 1 a joint broadcast news service called "Time-Life Broadcast News." The series, which will break initially on Time Inc.'s four stations and RKO's seven stations, will consist of four series of five-minute programs, Monday-Friday, to be placed at each station's discretion. The series will cover four areas: The news story of the day, Hollywood, business, and sports. Other series will be added later. A news service for tv stations also is planned.

The service will be made available, after Nov. 1, to other stations in markets which do not compete with the Time-RKO lineup. RKO stations are in New York, Boston, Washington, Windsor, Detroit, Los Angeles, San Francisco and Memphis. Time stations are in Denver, Grand Rapids, Indianapolis and Minneapolis.



MEET MILADY—*New Yorkers will find themselves confronted by grinning, giddy Milady blintzes this month in the Oct. 22 Mirror and the Oct. 29 Times. Smith/Greenland is the agency.*

New Nielsen Service to Aid Marketers Entering New Fields

CHICAGO, Oct. 12—A. C. Nielsen Co. has initiated a new service for its food and drug index subscribers who want to get a fast rundown on a product field which they don't presently serve.

It is designed for the expansion-minded company which wants to investigate other product areas. Special emphasis is placed on new products.

The Nielsen New Product Service provides:

1. New products located and samples supplied.
2. Product preferences of 500,000 consumers, measured through a special check of 100 stores throughout the country.

■ Nielsen said the service has been tested for a year. One of its chief advantages, especially where new products are concerned, is speed. The company said it can often deliver data two weeks after an initial request.

Subscribers to the regular index services cannot make use of the service in their own field, since they get this information on the regular reports. #

WKNB Appoints Kramer

WKNB, New Britain-Hartford, Conn., has appointed Irving Kramer, formerly a sales representative, an account executive.

FTC Commissioners Flay Colgate, Bates for 'Sandpaper' TV Mockup

(Continued from Page 1)

bellwether case in at least two respects. As the first major advertising case handled by FTC under the chairmanship of Paul Rand Dixon it will indicate the temper that the commission will display in advertising cases.

■ For tv advertisers, the case has more specific meaning. So far, most tv demonstration cases have ended in consent settlements, with the advertiser giving in before FTC had a chance to render a verdict. Since this is only the second disputed tv demonstration case involving a full scale decision (the first, in March, involved Colgate toothpaste with Gardol) advertisers are likely to get some additional "rules of the road" so far as props are concerned.

In an initial decision on May 29, FTC Hearing Examiner William L. Pack backed Colgate and Ted Bates in their contention that the demonstration involved nothing more than harmless puffery. But today, attorneys for the two companies encountered such a peppering from the commission that Edward F. Downs, FTC attorney in charge of "prosecuting" the case, decided he did not need the rebuttal time available so that the attorney appealing an adverse inittial decision can get in the last word.

■ Attorneys for C-P and Bates argued repeatedly that advertisers need flexibility because of technical problems involved in using tv. Mr. Downs and the commissioners, in turn, contended that perhaps a stricter standard of truthfulness is required because of the vast audience that is available on television.

"The mere fact that there are technical difficulties does not give the advertiser a license to lie, or to deceive," Mr. Downs said. "There is a moral obligation to be more truthful on tv."

■ Commissioner Philip Elman, who spearheaded much of the questioning, pondered, "Perhaps the nature of this medium is such that for some purposes it is not commercially feasible to use it without departing from the truth." Earlier, Commissioner Sigurd Anderson had asked: "Shouldn't there be a greater amount of truth in these demonstrations, since they obviously are designed to break down sales resistance?"

At one point, Chairman Dixon, who participated freely in the discussion, broke into an explanation of the need for props, declaring: "You subject the public to a shill game. It is like pulling rabbits out of a hat."

The scope of the remedy which Mr. Downs has suggested is a matter of particular interest in the case. He noted that this is the second time in seven months that a C-P tv demonstration has been up for attention. "How long do we have to go on with this?" he demanded.

Mr. Downs said Colgate has more than 500 products and Bates has many clients. "An order limited to Rapid Shave would be like patching the screen door and leaving the window open."

■ He suggested that FTC draft an order prohibiting the use of deceptive demonstrations for any product advertised by either company. "Otherwise," he said, "we may be burdened with issuing an order against C-P on every one of 500 products."

The commercial, which was screened at the beginning of the argument, sought to demonstrate the "super moistening" qualities of Rapid Shave by shaving what was purported to be sandpaper. As the sound track said, "Apply, soak and off with a stroke," Rapid Shave was squirted onto the paper and promptly shaved off with a single stroke of the razor.

Matthias Correa, attorney for C-P, reported that sandpaper was actually shaved after soaking for 60 to 120 seconds, and that the Plexiglas was substituted in order to "compress" the demonstration to tv limitations, and for better photographic results.

■ Later, Chairman Dixon brushed aside a discussion of the need for props, demanding: "Is there something so special about television that we experts should amend the facts of life so that we accept mockups, and false demonstrations to prove points?"

Time and again attorneys for C-P and Bates insisted there was no material deception in the demonstration. But Commissioner Elman countered: "Nobody on any stage could take sandpaper, apply it and shave as on that screen." Commissioner Anderson thought that, at the very least, the public was entitled to notice that it was witnessing a "mockup." Commissioner Elman came back with the statement that an obvious conclusion which any viewer would make from that demonstration was: "If it does that for sandpaper, it ought to do it for me."

Mr. Correa noted that former FTC Chairman Earl Kintner has said that props are permissible for photographic purposes, so long as there is no deception. Chairman Dixon said, "I don't care what anyone has said in a speech, including former chairmen. That doesn't bind us."

■ In his opening statement, Mr. Downs said the hearing examiner erred in classifying the ad as "puffery." Puffing, he said, is an expression of opinion. Here, he said, the claim is presented as fact.

"It is almost unbelievable," Mr. Downs said, "that two big corporations such as Colgate-Palmolive and Ted Bates would deliberately lie. They won't deny it. They will say, 'It is only a little white lie,' because of tv technicalities." #

Highlights of This Week's Issue

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Richard D. Crisp, marketing consultant, says the amount of marketing help an advertiser should expect from his agency depends upon how much the advertiser is willing to pay his agency ..... **Page 8**

Federal Trade Commissioner William C. Kern says that the commission needs additional power to prevent "the unscrupulous advertiser from continuing to reap profits while the commission is trying to curb him" ..... **Page 15**

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Harvey Queen, president of Queen Applied Psychology Co., advocates an advertising research framework which would measure a consumer's "over-all buying attitude," instead of treating him as a "copy expert" ..... **Page 42**

Arthur H. McCoy, exec vp of John Blair & Co., says successful advertisers don't tailor their radio programming to suit their own musical tastes ..... **Page 50**

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Would Fight FCC Coercion Threat, but Threat's Not Real: Collins to NAB

Now on Better Terms With All Federal Agencies, He Feels

DALLAS, Oct. 10—The National Assn. of Broadcasters would fight any coercion threatened by the Federal Communications Commission—though LeRoy Collins, NAB president, doesn't think the FCC has any such tactics in mind.

But there has been justification for Chairman Newton Minow's criticism—and broadcasters should welcome critics, the former Florida governor told some 200 broadcast executives at an NAB fall conference luncheon here yesterday.

After Mr. Minow had "overstated his case" by characterizing tv programming as a "vast wasteland," many broadcasters wanted Mr. Collins to "declare war on Mr. Minow for his criticism," the NAB head said.

"I would not do so," he said, "because, in the first place, there was justification for much of his criticism. And besides, to do so would have made it appear that broadcasters were arraying themselves against the public interest.

■ "Broadcasters would have thereby taken on the image of being either blind to [their own] shortcomings or being dragged, kicking and screaming, by a 'big stick' government to meet obvious public needs.

"Neither image would have been helpful nor truthful."

The broadcasters should have become the people's champion for program improvement, he said, but "a vacuum developed, and Mr. Minow moved in."

Mr. Collins reiterated the threefold "positive program for broadcasting" which he presented to the broadcasters Feb. 10 at their Palm Springs, Cal., meeting (AA, Feb. 13): (1) Improve broadcasting's relationship with the federal government; (2) improve broadcasting's relationship with the American people; and (3) improve broadcasting itself.

■ Evaluating the association's efforts to implement that program, Mr. Collins said, "NAB is now on better terms with government representatives in all branches of the federal government than ever before."

He cited the previous week's conference with the FCC, and the industrywide logging tests of proposed forms made by selected NAB members. The FCC would never have worked with the broadcasters in an understanding and helpful spirit, he reminded members, if the NAB had kicked up a storm.

"Government problems do not go away if you scream at them," he pointed out. "Screams may sound good and look good in print, but often this is a way to magnify the difficulty, rather than minimize it."

■ Mr. Collins had warned the broadcasters in May (AA, May 15), that "if you want someone to gently paddle NAB's boat into stagnant pockets of still water, then you do not want me—nor I, you." Yesterday he called for greater unity among broadcasters. "Sink or swim, we are in this business together," he said.

"We cannot mount a maximum effort in any field unless we pool our labor and resources in some central authority—an association whose voice will be respected first throughout the broadcasting industry," he said. "Then and only then will our desires be fully respected beyond our own halls . . . our voice be recognized as broadcasting's will."

The NAB aims at "improvement of our own profession and product," he said, "by assuming the rightful command of our own ship and keeping that ship in good order through our own efforts, rather than the government's."

■ NAB officials announced a battery of new services at the meeting. These include a new 30-minute public service series, "Meet the Man," in which Mr. Collins interviews public figures; a system for automatic remote control of tv transmitters; an "Announcer's Training Manual"; two booklets on careers in radio and television; and a Washington clinic on public service time, for national non-profit organizations.

If there was any misgivings about the leadership which NAB has been getting from LeRoy Collins, it had disappeared by the end of the session. After a free swinging panel report on NAB's position on FCC's new programming and logging proposals—supposedly a focal point of anti-Collins sentiment—the broadcasters at the Dallas meeting gave Mr. Collins and the NAB staff a unanimous vote of confidence.

Mr. Collins came under fire several weeks ago when many NAB members contended that he was not taking a sufficiently strong stand against new FCC records-keeping proposals which involve detailed logging of everything that goes over the air, including actual seconds devoted to each commercial.

■ Subsequently, NAB arranged a face-to-face meeting—which was held here last Friday—with a team of broadcasters providing the FCC with reports on the difficulties raised by the commission proposals.

The vote of confidence came after a panel composed of Mr. Collins, Vincent Wasilewski, NAB exec vp, and George Hatch of Intermountain Network, chairman of the NAB radio board, outlined the material that was submitted at the meeting with FCC last week. #

Naegele Acquires Walker; Predicts Further Growth

MINNEAPOLIS, Oct. 11—Naegele Advertising Co. has acquired Walker & Co., Michigan's largest and oldest outdoor advertising company, from Gamble-Skogmo. The purchase price was believed to be $8,000,000, as compared with the $5,000,000 figure reportedly paid by Gamble-Skogmo in acquiring controlling interest in Walker last December.

Naegele had been running Walker under a five-year management contract awarded by Gamble-Skogmo when it took over Walker last year.

■ Robert O. Naegele, in a telephone interview, said Walker's annual volume is over $6,000,000. He estimated this volume could be doubled "within three years."

Combined sales for Naegele and Walker will be about $14,500,000 this year, he said, predicting "sales of $18,000,000 for this organization in 1962." Mr. Naegele also foresaw total sales of $50,000,000 within five years "through a continuing

(Continued on Page 12)

FOR PEOPLE WHO LOVE GOOD FOOD BUT HATE TO DIET!
NOW! EAT THE FOODS YOU LOVE —HAVE THE FIGURE YOU WANT!
MOTT'S
FIGURE CONTROL
FOODS

CALORIE LAUNCHER—*This four-color ad will run in newspapers and Sunday supplements early next month to introduce Duffy-Mott's 58-item low calorie food line.*

Duffy-Mott Has 58-Item Low-Cal Food Line Ready

NEW YORK, Oct. 11—Newest convert to the cut-down-on-calories crusade is Duffy-Mott Co., which next month will launch a 58-item line of "figure control foods" in seven markets.

Included in the Duffy-Mott low calorie menu will be such mouth-waterers as chicken Cacciatore, tuna Newburg and meat balls and spaghetti sauce. By using low-fat meats, non-fat milk solids, non-caloric sweeteners and other low-calorie substitutes, they are said to average from a third to a half the calories of conventional foods. Dressings, gravies and desserts also are on the list.

Advertising breaks the week of Nov. 6 in Hartford, Cleveland, Detroit, Boston, Philadelphia and Miami, and in this market later next month. The campaign, placed by Sullivan, Stauffer, Colwell & Bayles, will run through January, using spot television, four-color newspaper ads, Sunday supplements in New York and regional editions of *Look*.

■ The basic advertising appeal will be "to the 88% of the adult population known to be concerned about losing weight or holding their own," rather than to people who are sick or on restricted diets. One of the headlines is: "For people who love good food but hate to diet! No! Eat the foods you love —have the figure you want!"

Duffy-Mott also markets apple products, Sunsweet prune juice and Clapp's baby foods. #

Rescheduled Drive for '62 Imperial Set to Open Oct. 30

DETROIT, Oct. 11—Chrysler-Plymouth division has set Oct. 30 as the new introduction date for the 1962 Imperial, and newspaper and magazine ads have been rescheduled to begin running that week.

The division ran its initial magazine announcement ads the final week of September, but held back actual introduction of the car because of insufficient field stocks. A slow start in the assembly plant hampered early shipments (AA, Oct. 2).

Releases to some 1,000 newspapers were held until division management was ready with a new date. Magazine followup ads also were rescheduled by the agency, Young & Rubicam, to run in later issues of *Fortune, Holiday, National Geographic, Newsweek, The New Yorker, Saturday Evening Post, Sports Illustrated, Time and U. S. News & World Report.* #

McCann's Tutching Bound for N. Y. After Australian Stint

MELBOURNE, Oct. 12—Vincent Tutching, who came here two years ago to organize McCann-Erickson's new office, will return to his New York headquarters Dec. 1 for reassignment. A decision on his new responsibility is not expected for several weeks.

Vincent Tutching

Formerly in charge of McCann's international department in New York, Mr. Tutching left to become a director of Hansen Rubensohn-McCann-Erickson and general manager of the Melbourne office. Since his arrival, the staff has grown to nearly 40 people. #

IAA to Meet in Chicago in '62 for 1st Non-N.Y. Session

NEW YORK, Oct. 12—The 14th International Advertising Assn. World Congress will take place in Chicago, April 17-19, 1962.

This marks the first time that a congress will be held in a city in the U.S. other than New York. This year's congress was in Madrid and in 1963 the site will be Sweden.

Elmo C. Wilson, IAA president, said the move to Chicago is a "reflection of the fact that IAA is no longer the Export Advertising Assn. of New York, which is how it started out 30 years ago. We also recognize that this is a big country, and Chicago is the No. 2 market." #

Cole Named Ad Director

George W. Cole, formerly head of the Cole Agency, Norwalk, has been named director of advertising of the National Bank & Trust Co. of Fairfield County, Bridgeport, succeeding Herbert Flint, who is retiring. At the same time, Frank M. Sheehan, who has been serving as associate director of bank advertising and public relations, has been named director of public relations.

TV Already on Path to Magazine Plan, Cone Says

Programming Aimed at Majority of Viewers, Not of People, He Says

CHICAGO, Oct. 10—Fairfax M. Cone, an advocate of the "magazine concept" for television advertising, says the medium is now only two steps removed from completely adopting that system.

With network advertising now "almost entirely on a purely spot basis," he told the Broadcast Advertisers Club today, "the magazine concept of tv is now in effect, with only two steps to be taken to make it what it should be.

Fairfax M. Cone

"The first of these is to program as a responsible magazine should—to balance weekly fare between regular and special entertainment features and regular and special features in the fields of controversy and ideas, even in the arts.

"Not only is such programming possible," Mr. Cone said, "it is also the means—and the only means—to experimentation. For implicit in it—and the second step in this plan—is to revolve advertisers through the total week's programming—to cut out, as it were, preferred positions in the weekly schedule, and to open this up to experimentation, with every advertiser paying his share.

■ "This method is as simple as the rotation of commercials by a single advertiser for six products through two weekly shows; only the network would rotate *all* advertisers through *all* except special shows."

Mr. Cone, chairman of the executive committee of Foote, Cone & Belding, told the group that "there are people who oppose this plan—including almost all network officials I have talked to—but I be-

(Continued on Page 140)

Admen Dislike Trend to Magazine Concept

FCC Hearing Showed Opposition Aplenty, but New Plans Bring It Closer

By Maurine Christopher

NEW YORK, Oct. 12—If a magazine plan for television has to win on the basis of a popularity vote from admen, it will never make it.

This prediction is based on the unscientific but sizable sample of sponsor opinion put into the record at the Federal Communications Commission's network tv program hearings.

■ Not all of the more than 40 advertisers who testifled at the commission's hearings in this lengthy study were asked to cast a pro or con vote for a switch to a tv operation patterned after that of print. But those who were queried on the issue cast a unanimous vote against any setup that would put a hands-off sign on programming and would limit the advertiser's production concern and credit to his commercials, which would be dropped into the schedule in a print-like fashion.

This question was not raised when top ad agency executives appeared before the FCC chief hearing examiner in mid-1959. However, one agency executive—Peter Levathes, then radio-tv boss of Young & Rubicam and now president of 20th Century Fox Television—brought the issue into the disussion while talking about the trend toward network controlled hour shows. He said he did not want to see television evolve into a kind of run-of-schedule system, with an advertiser buying a piece of time much as he now buys a magazine unit.

The country's leading sponsors, who put their tv thoughts into the FCC study record here during the past two weeks, were against "any kind" of television magazine concept for such reasons as:

• The term is a misnomer. To drop commercials into a random rotating tv schedule, offering no guaranteed circulation, would not

(Continued on Page 140)

Toy Makers' Ad Spending to Hit $25,000,000 in '61

Effort Continues to Shift Seasonal Pattern; Ads 'Go Along with TV Code'

NEW YORK, Oct. 10—Toy manufacturers estimate they will spend more than $25,000,000 on advertising this year.

A group of 68 manufacturers, whose combined sales account for about one-fourth of the industry's wholesale volume ($257,000,000 out of about $1 billion), reported they spent 5.87% for advertising last year. This group probably includes most of the major toy advertisers. It does not include advertising by Louis Marx & Co., considered the nation's No. 1 toy maker.

In the first eight months of 1961, toy shipments were up 12%, and retail orders were ahead 13.8%, despite a slight decline in the total retail sales picture.

These figures were released by Toy Manufacturers of the U.S.A. at its first spring and summer toy market week. The group says it represents about 85% of the $800,000,000 toy business.

With retail Christmas business about to move into high gear, some 100 manufacturers this week displayed spring and summer playthings.

■ This is part of the continuing effort by the business to take the sales load off the overburdened shoulders of Santa Claus—an effort in which progress has been slow.

Twenty years ago, 80% of all toy sales occurred in the six weeks preceding Christmas; today the figure is 60%, according to industry sources.

Most toy advertisers said they were willingly abiding by the National Assn. of Broadcasters' television code, but several pointed out that "imagination" is important in selling toys. Last year, toys were one of the favorite targets of critics of television advertising. Among the criticisms were (1) over-dramatization of what a toy can do, (2) appeals to social status, and (3) use of words like "only" in connection with high-price toys.

Edward P. Parker, president of the association and head of Parker Bros., expressed the belief that this year "you will find very little opportunity for criticism along this line. Everybody is trying to go along with the code." But he emphasized that toys still have to be sold hard, and that there are certain "gray areas" about what constitutes an acceptable commercial for an action toy.

■ Sal Robbins of Remco Industries, commented that "a good toy has a third dimension, and that is imagination. The imagination that goes along with the toy is really the important part of the toy."

Herbert A. Brock, American Doll & Toy Corp., said that adults have critized commercials without talking to children, who are "sophisticated" connoisseurs of toys.

Benjamin Michtom, of Ideal Toy Corp., said his company submitted all its action toys to the tv code board and demonstrated their action capabilities, "but there are some things that have to be left to legitimate imagination."

For example, Mr. Michtom said, Ideal has a rocket toy which will shoot into the air, but, he said, a commercial which shows the rocket knocking down an airplane is "legitimate imagination."

MATTEL SETS $4,500,000 PUSH FOR '62

HAWTHORNE, CAL., Oct. 11—Mattel Inc. has scheduled a $4,500,000 advertising and sales promotion campaign next year.

Clifford W. Jacobs, vp-marketing, said this is a 30% increase over Mattel's 1961 budget; he added that it is the largest budget in the history of the toy industry.

About $1,500,000 will go into network television, where Mattel continues its year 'round activities with the Jan. 7 premier of "Matty's Funnies with Beany & Cecil," a half-hour ABC network program.

Stan Taylor, Mattel ad manager, said 90% of the budget will go for commissionable advertising, with 40% of the total expenditure earmarked for the ABC-TV show in 155 markets.

Rest of the budget will go to increased spot tv, consumer and business paper advertising, point of sale displays and self-display packaging.

Carson/Roberts, Los Angeles, is the Mattel agency. #

PLEASE, DAD DON'T BELIEVE THOSE RUMORS!

Dad, I have always been honest with you. I never have told you a lie, and I never will! Around college here they're saying that I must be some sugar daddy's baby, simply because I like nice things and do my utmost to get them. Now how can they say such things? You know how much money I get because you send me my check every month. I guess these nasty rumors started when I brought three pairs of the stunningest shoes I've ever owned into the dorm and all the girls just swooned! "Who's your sugar daddy?" someone yelled (jokingly, of course). They thought I spent a lot of money. Well, I didn't, father. I bought three pairs, that's true. But I bought them at the new Michele Magic 7 Shoe Salon at 1340 Chestnut St. You always taught me to get the most for my money, and I did!

(Signed) "Still-Your-Same-Sweet-Girl"

SOFT SHOE SELL—*The "personal ad" format was used to promote the opening of a Philadelphia branch of the Kitty Kelly shoe chain with such success that the campaign has been expanded to 12 cities with ads like this. Leon Friedman Inc. is the agency for the chain.*

Archibald Crossley, Pioneer Market Researcher, Retires

Archibald M. Crossley, pioneer marketing researcher, has retired after 43 years in the field. He will continue as a consultant to Stewart, Dougall & Associates and Crossley, S-D Surveys. Arthur B. Dougall succeeds him as president of Crossley, S-D Surveys. Franklin B. Leonard, senior research associate becomes secretary of Crossley, S-D Surveys and Robert C. Montgomery, exec vp and treasurer, becomes a director. Mr. Crossley merged his company, Archibald Crossley Inc., with S-D Surveys and Stewart, Dougall & Associates in 1954, at which time it was described as the largest comprehensive consumer marketing service.

Mr. Crossley formed his company in 1926, when he resigned as director of research for *Literary Digest*. He pioneered radio audience measurement starting in 1929.

Your

for more Drug and Cosmetic Sales is

Tulsa and the MAGIC EMPIRE

Where people spend 58 million dollars* a year on drugs alone, and drug and cosmetic advertisers in 1960, used more than a million and a half lines** of advertising in the Tulsa World and The Tulsa Tribune, SELLING their wares to a million and a half people!*

These people can be reached through the newspapers they read and believe in . . . the Tulsa World and The Tulsa Tribune.

Represented Nationally by The Branham Company

*1961 Sales Management Survey of Buying Power

**1960 Media Records

The TULSA WORLD and THE TULSA TRIBUNE

MORNING ● SUNDAY ● EVENING

In The Top 20 In Total Retail Sales

Greensboro Pumps Octane into Gasoline Sales

Hustling Greensboro is a market on the go—a must on any Gasoline advertising schedule pointed toward the NEW South. Last year Greensboro burned about the same gasoline as Baton Rouge and Mobile; with a gain of almost 50% over a 5 year period. A major sales factor: the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1961 Major U. S. Markets Analysis"* Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation.

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Is your advertising "getting through"?

Here's how advertising gets through in This Week Magazine

This Week
MAGAZINE
43 GREAT NEWSPAPERS
What We'll Find In The Fabulous World 4,000 Feet Down...by Jacques Piccard, famous undersea explorer...PAGE 6
How good a gambler are you?...Page 26
Do you know how to take a bath?...Page 33
What is the secret of good reading?...Page 4
For hair too casual for hairspray...yet too soft to stay
REVLON'S NEW HAIRDRESSING DISCOVERY
gives your hair the body it needs to behave itself
...does away with dryness, dullness and droop!
Persuade
Revlon 'PERSUADE'

7,057,000* women noted this ad **54%**

*more than twice the number produced by the same ad in a leading women's magazine

of all the women in THIS WEEK's audience

Source: Daniel Starch & Staff.

Your advertising will be read by more people in This Week than in any other magazine

CIRCULATION MORE THAN **14,100,000**

This Week MAGAZINE

TIME PILLS—*This tv commercial marks the initial advertising for Contac, a cold capsule available only by prescription until two years ago. Tv copy promotes the product's continuous action due to its 600 "time pills" which dissolve at different speeds. Print also will get major emphasis in the drive handled by Foote, Cone & Belding.*

Contac, New Co'd Capsule, Bows in 50 Major Markets

NEW YORK, Oct. 10—Contac, a capsule cold remedy said to offer "continuous action" medication, will get its initial advertising push in an extensive television and print campaign this fall. Advertising for the product, available only as an ethical drug until two years ago, is being handled by Foote, Cone & Belding.

Menley & James Laboratories, recently formed proprietary drug subsidiary of Smith, Kline & French, last week began a schedule of participations in several CBS-TV shows for Contac. The night-timers include "CBS Reports," "What's My Line?," "Pete & Gladys," "I've Got a Secret" and "Checkmate." Also scheduled are participations in CBS' morning rotation plan, on such shows as "I Love Lucy," "Video Village" and "Calendar."

Said to offer 12 hours' relief with each capsule, Contac also will be promoted in tv spots in more than 50 major markets, with some cities involving multiple-station buys. A fairly heavy volume of minute spots will be run from the third week of October through the end of March.

■ Starting simultaneously with spot tv will be ads in 93 daily newspapers. About five or six insertions per newspaper are set, including some two-color 1,000 and 1,500-line ads. A four-page color spread in November *Reader's Digest* will emphasize the history and research involved in the development of pills.

Contac derives its name from its "cont-inuous ac-tion" principle in the relief of cold and hay fever discomforts. The capsule is said to "decongest nasal passages, dry runny noses and relieve sneezing."

Tv commercials say, "With ordinary remedies, unless you take pill after pill your symptoms return every few hours. But new Contac gives all-day or all-night relief. Each capsule contains over 600 tiny 'time pills.' Some go to work right away for fast relief. The rest dissolve slowly in your digestive system. They release medication drop by drop into your bloodstream for up to 12 hours' relief." #

Soviets Using Advertising, Profs Report

BOSTON, Oct. 13—The Russians may soon have to have invented advertising. For the Reds are increasingly employing the capitalistic device, two Northeastern University professors disclosed in a study released last week.

Dr. Barkev Kibarian, associate marketing professor, and Quentin L. Coons, associate advertising professor of Northeastern, indicated that Russia's dialectic grows increasingly materialistic.

"As consumer production increases, Soviet planners are finding themselves in a quandary," they said. "Goods must be sold, consumers are more critical of goods available, and thus the planners are forced to advertise and promote, lest the merchandise remain on the shelves."

■ The Soviets don't stop at radio and tv promotion, they said. "Attractive window displays are emphasized, three-minute advertising films in theaters are used, newsstand magazines have advertisements, and better and gayer packaging is stressed."

They conclude that advertising is a necessity whatever the economic system—as witness the Russian capitulation—but that free enterprise's competition offers greater assurance of truth in advertising.

"In a free society," they said, "competitive influences and self interest in terms of repeat and expanding sales are powerful forces for truth."

Mr. Coons, a veteran of 17 years in advertising and sales promotion with Lever Bros., joined the Northeastern faculty in 1950. Mr. Kibarian is contributing author of two textbooks on advertising and marketing. #

Warne Named 'Industrial Advertising Man of Year'

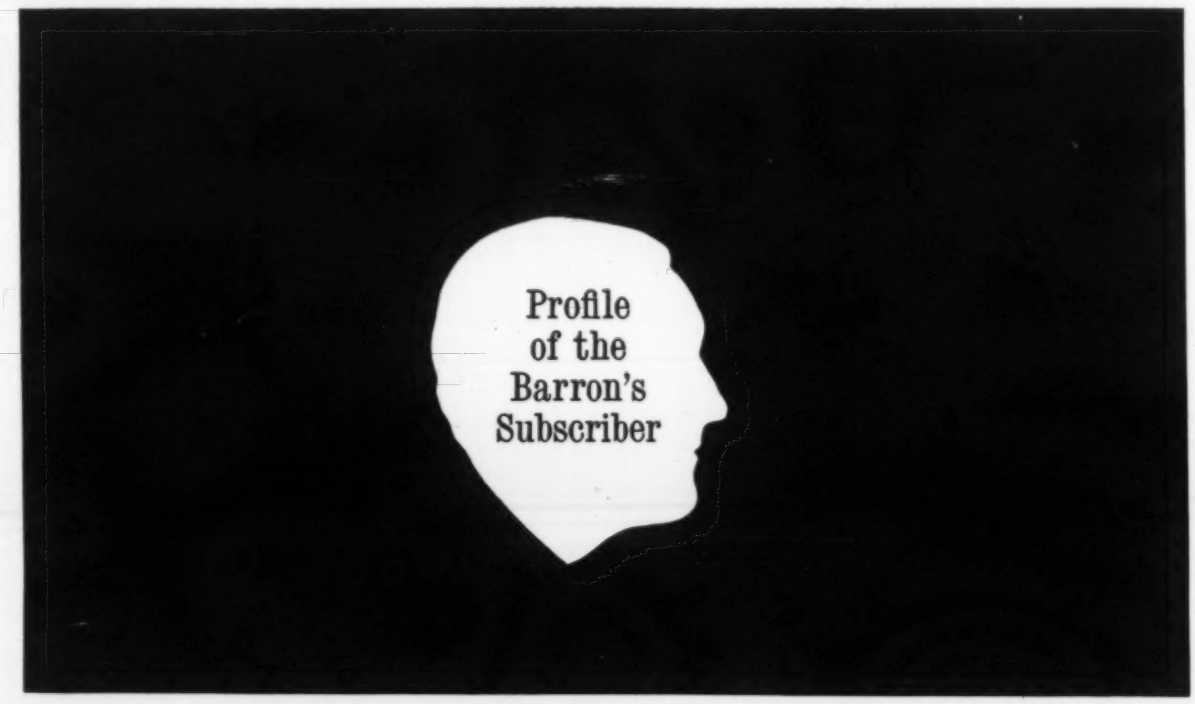
Keith Warne, merchandising manager of Honeywell Controls Ltd., Toronto, has been chosen "Industrial Advertising Man of the Year" by Canadian business magazine advertising representatives.

Keith Warne

The award was presented to him at a meeting of the Assn. of Industrial Advertisers, Toronto. Mr. Warne has been with Honeywell Controls since 1956.

Chambers, Wiswell Adds One

Chambers, Wiswell & Moore, Stamford, Conn., has been named to handle advertising for Wej-it Expansion Products, Stamford, maker of expansion bolts and fasteners.



...a big man in every way

He has long-ago completed his corporate apprenticeship. ■ He has made his stake in America's economy. ■ He is alert to the passing scene but his mind is focused chiefly on the long-range business and industrial trends. ■ He is well able to exercise his own judgment . . . and seeks counsel from those of like ability. ■ He is in a position to buy just about any personal product or service you may have to offer. ■ His income is way above average ($20,889 per year) and his net worth is similarly outstanding: $199,325. ■ He may be an executive—and likely a director—not only of his own company but of one or more others . . . and he may very well have the deciding word in the purchase of millions of dollars worth of business products or services. ■ His influence is strong and wide—by virtue of his welcome counsel, the size of his personal investments and his valued experience. ■ He has a liking for conservative, low-pressure, reflective business information. ■ He subscribes to Barron's, and renews regularly, for the express purpose of keeping abreast of the important trends on the corporate front. ■ His interest in your company is second only to your own. ■ *Can you think of a better way for advertising responsiveness to begin?*

BARRON'S
THE NATIONAL BUSINESS AND FINANCIAL WEEKLY BY DOW JONES

NEW YORK 50 Broadway · CHICAGO 711 W. Monroe St. · CHICOPEE FALLS, MASS. 200 Burnett Rd. · LOS ANGELES 2999 W. 6th St. · CLEVELAND 1325 Lakeside Ave. · PHILADELPHIA 1528 Walnut St.

Have you seen Barron's new format?

Down goes the gauntlet! And with pyrotechnic rhetoric and artful argument, author and art lover Roger Burlingame tackles the spacklers and drubs the dribblers. His forum: "Speaking Out: the Voice of Dissent"...a free-wheeling new department in the new Saturday Evening Post. ■ Burlingame accepts that what may be one man's Matisse may be another man's Poussin *(de gustibus non disputandum est* and all that). But what really offends his esthetic palate is that abstract art has lost contact with reality and life. That it is meaningful only to a small, inner circle of abstract artists and their admirers. Another charge: abstract art has reached its lofty position because it has been foisted off by art dealers on parvenu snobs in their never-ending quest for status symbols. ■ This piece in the current Post may turn you purple with rage or pink with pleasure. But you will be richer for reading it...and all the other features in this issue, from John Bartlow Martin's major article on the scene behind the TV screen to Stewart Alsop's revealing report on Washington in the Berlin crisis to Marquis Childs' exciting new novel, "The Peacemakers." Get a copy of the new Saturday Evening Post and see...

suddenly reading becomes a new adventure!

The Saturday Evening POST

A CURTIS MAGAZINE

Seek Agency's Marketing Aid Only If Ready to Pay for It, Crisp Says

SAN FRANCISCO, Oct. 10—How much marketing help an advertiser should expect from his agency depends upon how much the advertiser is willing to pay his agency for the service, Richard D. Crisp, marketing consultant, told a joint meeting of the San Francisco Advertising Club and the Northern California chapter of American Marketing Assn. here last week.

Richard D. Crisp

Mr. Crisp, former vp and marketing director of Guild, Bascom & Bonfigli, last year resigned from the agency to re-enter the consulting field (AA, May 16, '60).

"I do not believe," he said, "that an advertising agency can afford to offer its clients very much in the way of top-flight marketing counsel, unless there is a fee for such a service which is above and beyond the usual 15%.

"A fully effective creative and media program is likely to leave little room for marketing plus profit within the limits of agency commissions."

■ New product development especially strains the agency's profit picture—and the agency-client relationship, he said.

"The costs for the agency are in my experience always far greater than the directly associated revenue can support," he said. "This has a tendency to restrict agency service, just at the time when the highest level of service is most essential and desirable.

"It is in this new-product area in particular, I feel, that provision for marketing counsel should be set up by the client as a separate element in the budget."

■ Marketing has broadened and deepened its scope and responsibilities, with a strong trend toward "careful integration and coordination of the increasing number of parts of the marketing task into a planned and balanced whole," he said. This has been accompanied by integration of most marketing elements into a single division of the company, with complete responsibility vested in one person.

This has in turn created radical changes in the ad manager's and agency's functions. "Advertising," he said, "is being forced to discard its role as an individual area of specialization, and to fit into carefully defined objectives of a total marketing program." Thus the ad manager must become "a marketing man with strength in advertising, rather than an advertising expert operating as an appendage on a marketing program."

■ Similarly, the agency must broaden its services—but with adequate compensation, Mr. Crisp said.

"It used to be that an advertising agency could prepare advertising. Period. But no more," he declared.

"The acceptance of the integrated approach to marketing is expanding the importance of advertising by tailoring it carefully to fit as a vital element in a planned program," he said. "Increasingly effective advertising is almost certain to follow."

■ Many manufacturers pay lip service to the principle that responsibility for the marketing program rests "completely and unquestionably" within the marketing team, but in practice far too many companies tend to "pass the buck" to their agencies—and then fail to "give them the horses" to get the job done.

And too often the agency gets fired for the unsatisfactory marketing performance, in spite of the fact that the advertiser usually loses far more in comprehension of the advertiser's marketing problem than he gains in "plus skill and/or experience from the new agency.

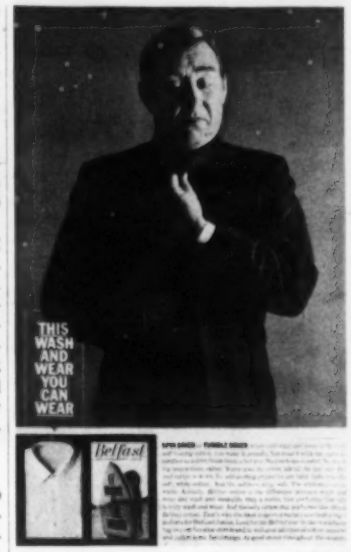
"Far too many advertisers change advertising agencies far too often," he said.

■ A major difference in marketing outlook has been the shift from the production man's to the consumer's point of view, Mr. Crisp said.

"Instead of the traditional—and still widespread—orientation toward production and factories, or toward raw material sources," he said, "management thinking and planning are geared to the market and the marketplace.

"It is the desires of customers, and not the capacity of a manufacturing plant, that determines products, distribution channels and other aspects of marketing policy."

The company doing a better marketing job than its competitors is at, or heading for, the top, he said, but even the leader can't afford to relax. He cited the case of the California organization that dropped in three years from enjoying 50% of its market to "fighting to hold onto third place," because two major corporations with active diversification programs moved in. #



UNDERCOVER STORY—*Deering Milliken Co. plays down the shirt and plays up its Belfast cotton process in this ad in the Chicago Tribune, New York Times, New York Times Magazine, New York World Telegram, and This Week Magazine during November. Douglas D. Simon Advertising is the agency.*

Tax Set by List Price, Kentucky Official Rules

Kentucky's assistant attorney general, William Riley, said the state's 3% usage tax should be levied on 90% of the total amount of the manufacturer's suggested retail price, rather than the actual selling price of an item.

His opinion came after a county attorney asked which price of a new car should be used as basis for tax computation. He also said that the price of equipment and accessories and the destination charges should be added to the list price.

Robert David Joins Papert

Robert David, formerly a vp and account supervisor of Erwin Wasey, Ruthrauff & Ryan, has joined Papert, Koenig & Lois as a vp and account supervisor.

14,413 MORE

OF NEW YORK'S BEST!

The steady, healthy climb of World-Telegram circulation continues. Our average Monday-through-Friday sale totaled 463,241 for the six months' period ended September 30, 1961—a gain of 14,413 copies compared with the same period in 1960. It is a select and growing audience—successful New York families attracted by a dynamic product. And it is this team-up of a quality newspaper and an audience of responsive men and women that keeps producing greater profits for advertisers. It is the big reason why the World-Telegram is singled out year after year for advertising leadership among New York evening newspapers!

New York World-Telegram
The Sun
New York's QUALITY Evening Newspaper

Scripps-Howard General Advertising Offices: 230 Park Avenue, New York City
Chicago • San Francisco • Detroit • Cincinnati • Philadelphia • Dallas • Los Angeles

Global Van Lines found that Newsweek, among the newsweeklies, reaches its customers and prospects most efficiently!

Global Van Lines, Inc., of Los Angeles, made its own marketing and readership study among customers and prospects. The figures shown here confirm the advantages that Newsweek offers in reaching the most important buying segments of business, industry and government.

	% coverage Base: 4,367	*cost per mention**
Newsweek	37.3	$5.16
U.S. News & World Report	20.3	$7.58
Time	37.4	$9.40

** Based on "Readers within the last two weeks" and 1962 Black & White page rates*

by industry's own measurements ...the most efficient newsweekly

Foremost Returns to GB&B After 5 Years at BBDO

(Continued from Page 1)

Greece'."

Today, in plush new offices in the once dilapidated Galileo Hotel (AA, Oct. 9), with four floors and some 100 employes linked by intercom, Guild was able to proudly take microphone in hand and bellow to his staff: "Now hear this. Today we have been given back all of Foremost's advertising nationally. Let's all go to work."

■ John L. Bricker, Foremost vp and head of all the company's domestic dairy operations, said the switch back to GB&B from BBDO will be effective immediately.

"Although BBDO's handling of Foremost advertising has been excellent," Bricker declared, "the convenience of GB&B's headquarters being in the same city where Foremost has its main office, as well as the agency's nationwide reputation for imaginative food advertising, were the deciding factors in the change."

■ Mr. Bricker joined Foremost in May of this year as marketing director, after having been corporate vp for marketing with Colgate. Since then he has become a Foremost vp and member of the board.

"It is very important to us," Mr. Bricker told Advertising Age, "to be able to deal directly with the head of an agency. This we will be able to do with Walter Guild, whose staff has helped GB&B build up a tremendous reputation in the food field.

"I hope they have some outstanding ideas in this area," Mr. Bricker continued. "As a matter of fact, I'm sure they will, and I suspect there may be some major changes made in the over-all pattern of our advertising in the future."

■ GB&B now has 14 clients. With the new Foremost account it will probably bill somewhere in the neighborhood of $25,000,000 in 1962. When Walter Guild started the agency in 1949, it had gross billings of $200,000.

Foremost is now a much more elaborate account to handle than in 1951 when GB&B got the account of Golden Gate Creamery, which later was purchased by Foremost.

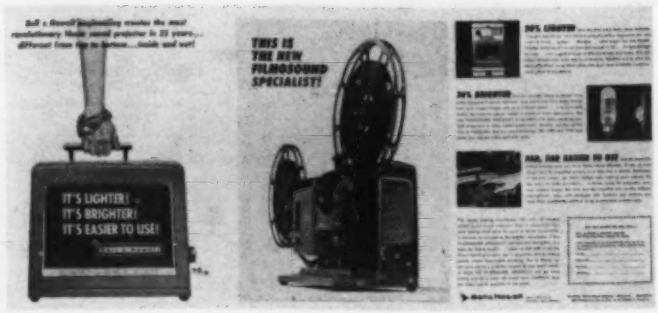
In the intervening years, during which BBDO's San Francisco and New York offices shared responsibility for Foremost advertising, the company reorganized into a series of seven regions, including Alaska and Hawaii.

In 1956 when the account switched from GB&B to BBDO, Foremost was the third largest milk company in the world. Much of its advertising was split among 14 different agencies. In succeeding years, this situation changed, and BBDO ended up handling the entire account across the country.

■ Rumor has it that GB&B got fired because a member of Foremost's board of directors, an easterner in New York at the time, had never heard of "that little pipsqueak local outfit in the West." The account supposedly was first offered to J. Walter Thompson, which refused it because of a conflict with its National Dairy Products account. #

Fortune Agency Alters Name

Fortune Advertising, New York, has changed its name to Howard Markoff & Associates, to reflect the name of its president.



LIGHTER, BRIGHTER—*Bell & Howell is using this two-color page-and-spread ads in school magazines, plus its "first commercials for an audio-visual product" on its public affairs tv series, "Bell & Howell Close-Up" (ABC). McCann-Erickson is the agency.*

Four A's Western Region Elects Davis

Coronado, Cal., Oct. 13—The western region of the American Assn. of Advertising Agencies has elected the following officers for 1961-'62: John W. Davis, of Honig - Cooper & Harrington, San Francisco, president; Donald B. Kraft, of Kraft, Smith & Ehrig, Seattle, vice - chairman; and David Botsford Jr., of Botsford, Constantine & Gardner, San Francisco, secretary-treasurer.

John W. Davis

Named to the western region board of governors were Robert O. Heintz, Heintz & Co., Los Angeles; Gaybert B. Little, Little & Co., Los Angeles; Alvin Kabaker, Compton Advertising, Los Angeles; and Raymond B. Milici, Milici Advertising, Honolulu.

Appointed *ex-officio* governors for various local councils of the western region were Duncan Jennings, Jennings & Thompson Advertising, Phoenix; Harry A. Lee, J. Walter Thompson, San Francisco; Jess Shinn, Montgomery & Associates, Portland; Irving Stimpson, Baker & Stimpson Advertising, Seattle; and John Geraghty, Warren Advertising, Spokane. #

Group Buys Control of John Pearson Rep Company

Controlling interest in John E. Pearson Co., radio-tv station rep, has been bought by three broadcasters—Ralph N. Weil and Arnold Hartley, operators of KATZ, St. Louis; KCOR, San Antonio; and WMMW, Meriden, Conn.; and Joseph Savalli, formerly sales manager, WADO, New York—and a financial analyst, Edward B. Connolly, a partner in Edward L. Lawson & Co., a CPA company. Mr. Pearson will remain with the company as a consultant.

Mr. Weil has been named president of the station rep, which has offices in six cities, and Mr. Savalli has been named managing director. Ray Henze, assistant to Mr. Pearson and a salesman with the rep company, has been named New York manager. Branch managers in other cities will continue in their present positions, as will the members of the sales staff.

Rozene Names Hurley VP

Rozene Advertising Agency, Bridgeport, has elected Jack J. Hurley a vp. He joined the agency two years ago as director of public relations and later became copy chief of national advertising accounts, in the consumer and industrial field.

Muralo to Delehanty, Kurnit

Muralo Co., New York, maker of water-based paints, has named Delehanty, Kurnit & Geller Advertising Corp., New York, to handle its account. The former agency was Friedan & Co.

American Furniture, Merchandise Marts Join in Ad Campaign

Chicago, Oct. 11—The American Furniture Mart and the Merchandise Mart—rivals on the furniture scene for more than 30 years—will bury the ax this year long enough to run a joint $100,000 campaign to promote the International Home Furnishings Market Jan. 8-17 in Chicago.

The two marketing buildings—with 6,000,000 sq. ft. of display space between them—will run ads in 28 home furnishings industry publications during November and December. This will be supplemented with three separate direct mail brochures to 60,000 buyers across the country.

■ The advertising will include a basic two-color layout showing the two buildings, with the headline: "Attend the Market That Has Everything." Following this two-color ad will be a series of multi-page insertions in b&w. These pages, running consecutively, will include a complete alphabetical listing of every line shown in the two buildings. In some publications, this will require eight pages.

Clark B. Kelsey Advertising, Chicago, is the agency for the campaign. #

Groove Label Is New 49¢ Offering of RCA Victor Records

New York, Oct. 12—RCA Victor plans to pep up the "singles" record business by introducing a new 49¢ label, Groove records, early in November.

RCA will swing into the groove with two releases, still undecided. George R. Marke, vp and general manager, RCA Victor record division, said Groove will be an all-purpose label covering pop, country-western, rhythm and blues music.

Grey Advertising is the agency.

Ogilvy Names Stowell to Succeed Ogilvy as President

Esty Stowell, formerly exec vp, has been named president of Ogilvy, Benson & Mather, New York. He succeeds David Ogilvy, who becomes chairman. Mr. Stowell joined the agency five years ago.

David Ogilvy

Esty Stowell

Hugin Cash Register to Steen

Hugin Cash Register, New York, has named Norman Steen Advertising as its first agency.

Ads for Colgate's Liquid Ajax Set

(Continued from Page 1)

Fluoride, is expected to be in national distribution by the end of the year, while a second fluoride, Cue, is expanding its test area and may also go national. These products differ primarily in their packaging and promotion. Ted Bates & Co. handles Colgate Fluoride and D'Arcy is the Cue agency.

The new cleanser, called Ajax all-purpose cleaner with ammonia, will finally put C-P into this segment of the market on a national scale. Procter & Gamble's Mr. Clean is a solid No. 1, followed by Lestoil on a regional basis and Lever Bros.' Handy Andy, a slow third. Several years ago, C-P tested a liquid called Jeenie on the West Coast. Legal complications over the use of the tradename contributed to its demise.

■ Advertising will include day and nighttime television, network and spot. One ad theme is, "Cleans everything from the floor up without rinsing." Norman, Craig & Kummel is the Ajax agency.

Elsewhere in its soap business, Colgate has expanded distribution of Dynamo heavy duty liquid laundry detergent throughout New England. It is now available in about 10% of the nation and may well be Colgate's next national product if the trend to liquid detergents continues to accelerate.

In Choice soap, a three-type product, the stakes are high because if the product is successful it can mean three times the normal supermarket shelf space for Colgate.

■ The company is also in the prepack detergent derby with Quik-Solv blue detergent tablets, and Swerl, a pre-measured powder in dissolvable film packets. Colgate's prepared to tool up should either show promise.

A new Fab package, introduced recently without much fanfare, is doing "surprisingly" well in a market where it commands less than a 10% share.

Of all these products, possibly the greatest stakes lie with Colgate Fluoride and Cue. Since Procter & Gamble's Crest was recognized by the American Dental Assn. as a decay preventive, in August, 1960, its share of market has more than doubled and is now close to eclipsing Colgate's Gardol as the No. 1 toothpaste. And so far Crest shows no sign of becoming one of those passing fads that have punctuated toothpaste marketing in the last ten years. #

Magazines' Ad Revenue Off 2% in 1st 9 Months

Despite Gains in Some Groups, Pages Dropped 10% Over-all

New York, Oct. 11—This year's first nine months were a disappointment to magazine publishers, what with advertising revenue slipping from a 1960 mark of $608,066,015 to $594,082,160, and pages declining from 55,936 to 50,382. The dollar dip amounted to 2%; the page drop to 10%.

The figures were reported by Publishers Information Bureau through the Magazine Publishers Assn. MPA said, "Despite the drop-off from 1960 (the biggest year in magazine advertising history), totals of magazine dollars in the first nine months of this year still exceeded the total for the same period in all other years."

Monthly and women's magazines scored dollar gains of 7% and 4%, respectively, MPA reported. Weeklies were down 3% in revenue; home publications were off 13%; fashion books were down 1%; movie-romance-radio dropped 25%; business magazines fell 7%; youth books 10%; outdoor and sports 4%; mechanics and science 11%; and farm magazines 5%.

Biggest individual revenue gainers included *Playboy*, up 63%; *The Reporter*, ahead 61%; *TV Guide*, ahead 58%; and *McCall's* and *Redbook*, each advancing 25%. #

Needham, Louis Appoints Hall, Belknap Senior VPs

Needham, Louis & Brorby, Chicago, has appointed Vinton H. Hall and Paul E. Belknap senior vps. Mr. Hall, who has been a member of NL&B's board of directors since 1958, will become director of client services. He has headed the account executive department for the past three years, prior to which he served as a vp and account supervisor. Mr. Belknap has been serving as an account supervisor in charge of a group of accounts since joining the agency in 1954 as a vp.

Vinton H. Hall

Paul E. Belknap

Hutchings Joins Cole Fischer

Cole Fischer Rogow Inc., Beverly Hills, has appointed Charles Lee Hutchings creative director. Mr. Hutchings was formerly copy chief of Donahue & Coe, Los Angeles, and creative director of McCahn-Erickson, Los Angeles.

Tim Boxer Joins 'SBI'

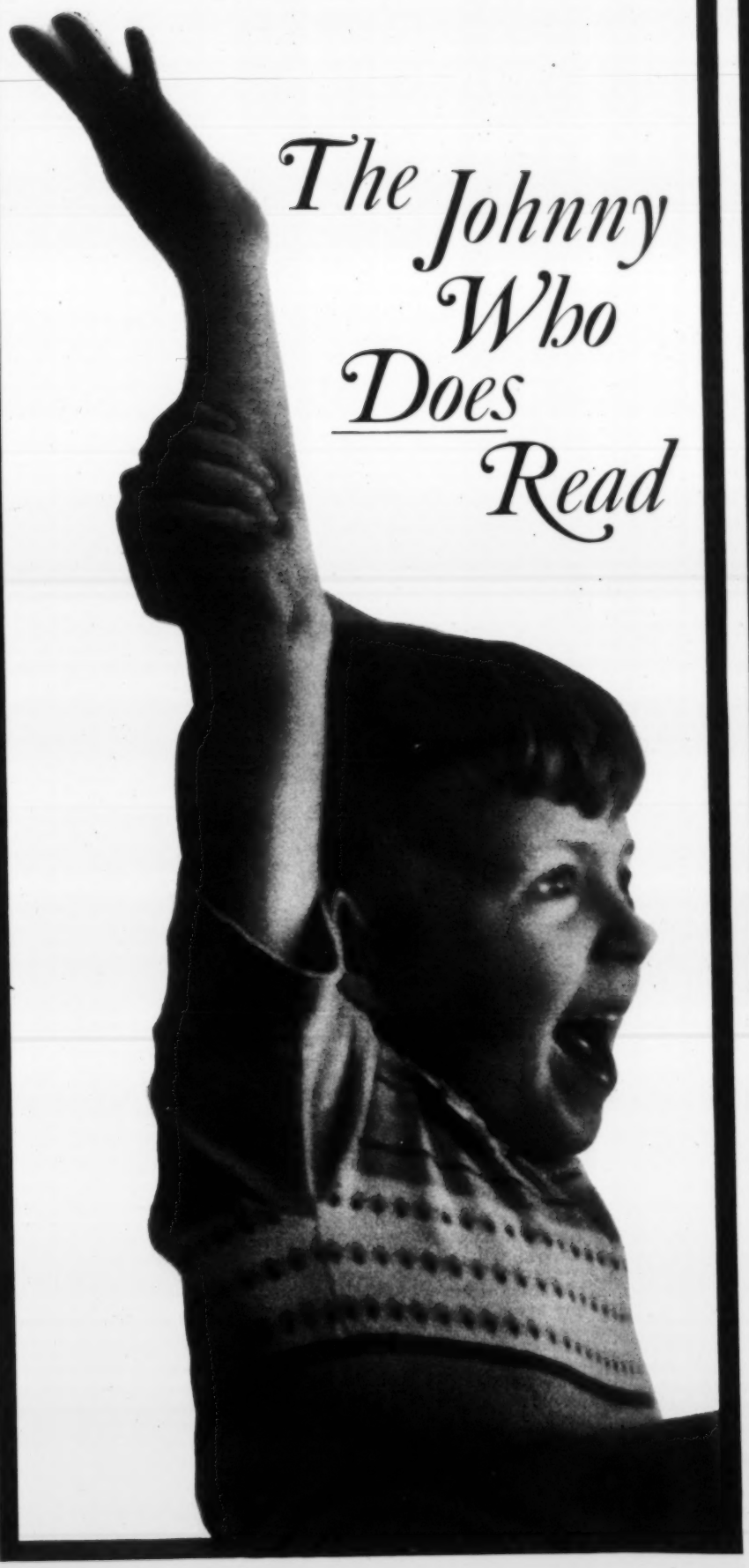
Tim Boxer, former publicist for Dick Gregory, Negro comic, has been named eastern promotion manager of *Show Business Illustrated*.

Nine-Month Magazine Pages, Dollar Volume

By Category

Source: Publishers Information Bureau

	January-September, 1961		January-September, 1960	
	Pages	Dollars	Pages	Dollars
Weeklies, bi-weeklies	17,576.57	$312,144,525	19,279.75	$320,816,072
Monthlies	6,565.95	66,102,995	7,000.51	62,025,648
Women's	5,350.86	90,769,601	5,755.47	87,481,094
Home	3,993.58	37,999,981	4,675.41	43,728,317
Fashion	3,606.23	18,669,831	3,882.00	18,939,564
Movie-Romance-Radio	922.20	6,417,218	1,246.54	8,506,717
Business	6,202.96	28,443,802	7,258.90	30,611,863
Youth	709.73	3,640,185	817.11	4,041,908
Outdoor & Sports	1,605.29	6,726,644	1,711.91	6,996,795
Mechanics, Science	2,073.42	6,242,730	2,354.84	7,020,871
Farm	1,776.05	16,924,648	1,954.19	17,897,166
Total	50,382.84	$594,082,160	55,936.63	$608,066,015



The Johnny Who Does Read

He's the one with the answers–top of the class. And when he grows up, it will be the same. For the Johnny who devotes time to reading will always know more, do more and *have* more than the Johnny who doesn't.

Today, millions upon millions of Americans like to read and do a lot of it. They are the audiences of the nation's great magazines, and they are by far the richest, most profitable and fastest-growing market for the goods and services of American industry.

Recently, several major research organizations conducted independent studies of the U. S. consumer. It was found that families who are frequent readers of magazines have higher incomes and buy more of just about everything than families who prefer television.

One survey–by the Market Research Corporation of America–revealed that the median income of households heavily exposed to magazines is $6,125 a year, as compared with $3,972 for homes that watch TV most often. Purchases in magazine homes–of products ranging from cars to cake mixes–exceeded those in TV homes, sometimes by more than 50%.

Behind this evidence of prime-market domination by magazines is the intellectual revolution sweeping America. More and more people are turning from the pursuit of trivia to a search for knowledge. The hunger to know –to understand the problems of our complex world–grows daily. And with it grow magazines, for it is in magazines that people find the ideas that lead to understanding.

LOOK

Mail's for Specific Markets: Hesse; No, for Scatter Campaigns: Robinson

(Continued from Page 1)
over will jump 24% by 1970 to account for one-tenth of our population.

He also cited the increasing level of education and sophistication of consumers. Between 1940 and 1960 the number of college graduates shot up 200%, Mr. Hesse said, and 1,000,000 paperback books —including textbooks on every conceivable subject—are sold in the U.S. every day. He said 55,000,000 newspapers hit the newsstands each day.

■ A consequence of "people segmentation," Mr. Hesse said, has been the emergence of entirely new businesses within businesses. He said consumers have started favoring products that make a special appeal, or cater to a more specific taste, rather than the one "all-purpose" product of a few years back.

In 1946 the detergent industry was dominated by "all-purpose" products with sales totaling $367,300,000. But in 1960, detergent sales reached $919,700,000. Much of the increase can be attributed to the creation of more and specialized products, Mr. Hesse said. "The increase alone, of $552,400,000 from 1946 to 1960," he said, "was greater than the entire business had been in 1946!"

■ This situation puts direct mail in an "especially good position," he said. "Anybody in business is extremely interested—or should be —in identifying the prospects he would like to sell. And if he could sell them directly, without having to pay charges for sales, advertising, merchandising, distribution and the like, he would do so."

Mr. Hesse said one "exciting" possibility for direct mail would be as a test marketing vehicle. He said at an early stage it would be "priceless" to know: (1) The degree of consumer acceptance; (2) the repeat rate of purchase; (3) where the new business comes from in terms of brand switching; (4) the appeal that sells the product or service best, and (5) the profile of the consumers who buy —and buy again.

Mr. Robinson saw the biggest use of direct mail in "mass" mailings, using non-specialized lists. He said the volume of the half-dozen or more "mass mailers" probably runs to about three billion pieces a year or around 15% of the total.

■ To prove his point that the swing is to high quantity mailings of 10,000,000 or more, the JWT executive ticked off a list of 38 advertisers who he said spend over $1,000,000 for direct mail. They included major magazines, big soap companies, publishers, insurance companies and such other companies as Armour, Chevrolet, Ford, Corn Products, General Foods, General Mills, S. C. Johnson, Kraft, Lestoil, Minute Maid, Nestle, Personal Products Corp. and Standard Brands. Ford trucks has gone from 2.8% of its ad budget in direct mail to 20.6% in 1959, and now it is the dominant medium, Mr. Robinson said.

He said almost all these companies place advertising through agencies, with "a number" of arrangements based on the standard commission. He said today there are perhaps 10 general ad agencies conducting "mass mailings" for their clients, almost all working on the standard commission.

■ For the next two years he predicted: (1) Test mailings by about a half dozen national advertisers, new to mass mail; (2) further integration of mass mail with space and broadcast advertising; (3) improved mechanics for a greater variety of specialized approaches within the framework of even larger mass mailings; (4) a renewed interest in basic copy propositions and a recognition of this value as opposed to "gimmicks"; (5) increased postage forcing a new interest in co-op mailings, which have been "fantastically successful"; and (6) increased growth of both specialized direct mail and mass mail.

A. H. Kaplan of Mogul Williams & Saylor provided some interesting case histories of "the mass medium with the class selection," as he termed direct mail. He said his agency prepared a mailing for Hillman autos which went to every house within a five-block radius of a new Hillman dealer. In the same way, Mr. Kaplan pointed out, Sinclair was able to send out 10,000,000 direct mail pieces in a single mailing to auto owners in the immediate vicinity of Sinclair service stations.

■ Leonard J. Raymond, president of Dickie-Raymond Inc., Boston, made an appeal to DMAA "for balanced judgment and good sense in designing direct mail, lest we price ourselves out of the advertising picture and lose the respect of management and the public." Mr. Raymond said the 3D variety of direct mail is a "lazy substitute for real creative thinking." He conceded, however, that there is a place for 3D direct mail in moderation and where it fits. After his talk, Robert DeLay, president of DMAA, presented Mr. Raymond with the association's seventh life membership.

Shirley Katzander, director of promotion for *The Reporter*, surveyed the European direct mail scene. She said direct mail in Germany accounts for 40% of all advertising. "The up-and-coming agencies, like Troost of Dusseldorf and Carl Gabler of Munich, are using direct mail with vigor, imagination and charm," Miss Katzander said.

■ John Crichton, editor of Advertising Age, moderated a panel composed of Suren Ermoyen of Batten, Barton, Durstine & Osborn; Herbert Lubalin of Sudler, Hennessey & Lubalin; Robert Pliskin of Benton & Bowles; Patric Rowley of McCormick Armstrong; Lou Dorfsman, CBS; and Alice Moseley, McCann-Erickson. #

NBC-TV Affiliates Approve New 'Bonus Sale Plan'

NBC-TV, New York, has had a favorable response from its affiliates following the network's recent request that the stations accept a 20% reduction in compensation on the six daytime shows sold under NBC's "bonus sale plan" (AA, Oct. 9), Donald Mercer, NBC-TV's director of station relations, has told Advertising Age. Bonus programs are sold on the basis of five quarter-hours for the price of four.

More than half of the affiliates responded to the NBC letter; all expressed a willingness to go along with the cutback in remuneration and the network expects to have the plan in effect by its scheduled Nov. 1 date, Mr. Mercer said. NBC had cautioned affiliates that if they resisted the plan the network would be forced to reduce daytime rates across the board, cut back in daytime programming or "adopt a CBS-type of rotating minute operation with substantial rate and compensation cuts."

Burnet Van Dyke Swails

BEST AD CAMPAIGN—*Merrit A. Swails, vp of Securities Acceptance Corp., Omaha, accepts Ad of Distinction award from the National Consumer Finance Assn. for the best all-around campaign by a consumer finance company during the year. Offering congratulations at NCFA convention in New York are Thornton Burnet, State Loan & Finance Corp., Washington, and William Van Dyke, Seaboard Finance Co., Los Angeles, chairman of the NCFA advertising committee. Buchanan-Thomas, Omaha, prepared the winning campaign.*

Alcoa Wins DMAA's Gold Mailbox Award

New York, Oct. 13—Aluminum Co. of America was awarded the Direct Mail Advertising Assn.'s highest award, the Gold Mailbox, for an institutional mail program detailing Alcoa aluminum's availability for defense. The association's annual meeting opened here Monday and ran through today.

The Silver Mailbox, second prize, went to *American Girl* for a campaign directed to potential apparel advertisers.

Professional Photographers of America won the third award, the Bronze Mailbox, with the only consumer campaign among the top three. The photographers' campaign was designed for the average portrait studio, but with mailings handled by the association's central office in Milwaukee.

■ Bill Taylor's Chevron Service, Rochester, N. Y., was winner of the Henry Hoke Award. #

Fixler Elected DMAA Chairman

New York, Oct. 12—Bernard Fixler, president of Creative Mailing Services, Freeport, N. Y., was elected chairman of the Direct Mail Advertising Assn. for the coming year. He succeeds Earle A. Buckley, president of the Buckley Organization, Philadelphia.

Bernard Fixler

Other officers elected were J. W. Cassidy, advertising director of Doubleday & Co., New York, American vp; V. G. Baker, advertising manager of Howard Smith Paper Mills Ltd., Toronto, Canadian vp; William B. McGrew, circulation director of Lane Publishing Co., Menlo Park, Cal., western U. S. vp; Clifford R. Schaible, director of advertising of Mead Papers Inc., Dayton, O., secretary; and Angelo Venezian, vp of McGraw-Hill Publishing Co., New York, treasurer. #

Scott Paper Tells Marketing Strategy

New York, Oct. 11—The merchandising manager of Scott Paper Co. today outlined the marketing strategy of his company at the Direct Mail Advertising Assn. convention here.

William Wing, of Scott Paper, told a consumer products session that Scott had decided to junk "the very prevalent practice in our industry of heavy brand promotion activity, such as coupon mailings and cents-off deals, except in the case of product introductions or exceptional improvements."

He said the trade and the consumer were "falling out of love with the dollar bill of the IBM size coupon. The coupon itself is no longer unique. Direct mail to induce a customer purchase has got to measure up to a new evaluation challenge."

Scott studies have "proved beyond the shadow of a doubt" that only when the product is new or improved can the company expect bigger sales through promotion, said Mr. Wing.

■ He listed six "promotion principles" his company has chosen to follow: (1) Promotion dollars should go for specific marketing objectives, with the individual elements of the program interrelated; (2) new products or brands with significant product or packaging improvements or advertising innovations represent the greatest opportunity for special promotions, and such brands should be exploited to achieve quick consumer sampling and distribution; (3) established brands with growth opportunity should be supported in carefully selected divisions or district markets; (4) established brands, which offer the least growth opportunity, should be supported only with promotions to minimize loss of repeat buyers and brand distribution; (5) major effort should be directed at designing promotions with maximum originality and consumer and trade appeal; and (6) wherever possible, promotions should be pretested and post-evaluated.

■ Mr. Wing said the company has studied over 100 promotions by product and sales area. He admitted that 22 paid out and 64 didn't. But the company has decided to live with the six principles, he said. #

Naegele Acquires Walker; Predicts Further Growth

(Continued from Page 3)
acquisition program."

■ Walker will be known as Naegele Outdoor Advertising Co. of Michigan. Arthur A. Cerre will remain as exec vp and general manager, while Warren F. Olson will be vp in charge of operations. Mr. Cerre joined the company about six months ago, after nine years as president of Cerre Co., Detroit sales promotion and merchandising company.

While Naegele is not a member of Outdoor Advertising Inc., national sales arm of the industry, Walker has a contract with OAI which continues until December, 1962.

The acquisition was Naegele's tenth in the past five years. It made it the third largest outdoor company in the U.S., trailing General Outdoor Advertising and Foster & Kleiser.

■ Mr. Naegele said he had no plans to enter the New York market, although he maintains a sales office here under J. Burr Jenkins, vp and eastern sales director. He said he would look for growth in the Midwest, South and West.

When Naegele took over management of Walker last year, it launched a $1,500,000 expansion program.

Naegele now offers outdoor facilities in 20 major markets and 400 outlying areas in nine states, from Michigan to California. #

Scherman, Head of Book-of-Month Club, Gets Kimball Award

New York, Oct. 10—Harry Scherman, chairman of the Book-of-the-Month Club, yesterday received the Miles Kimball Gold Medal award at the 40th annual convention of the Mail Advertising Service Assn. International.

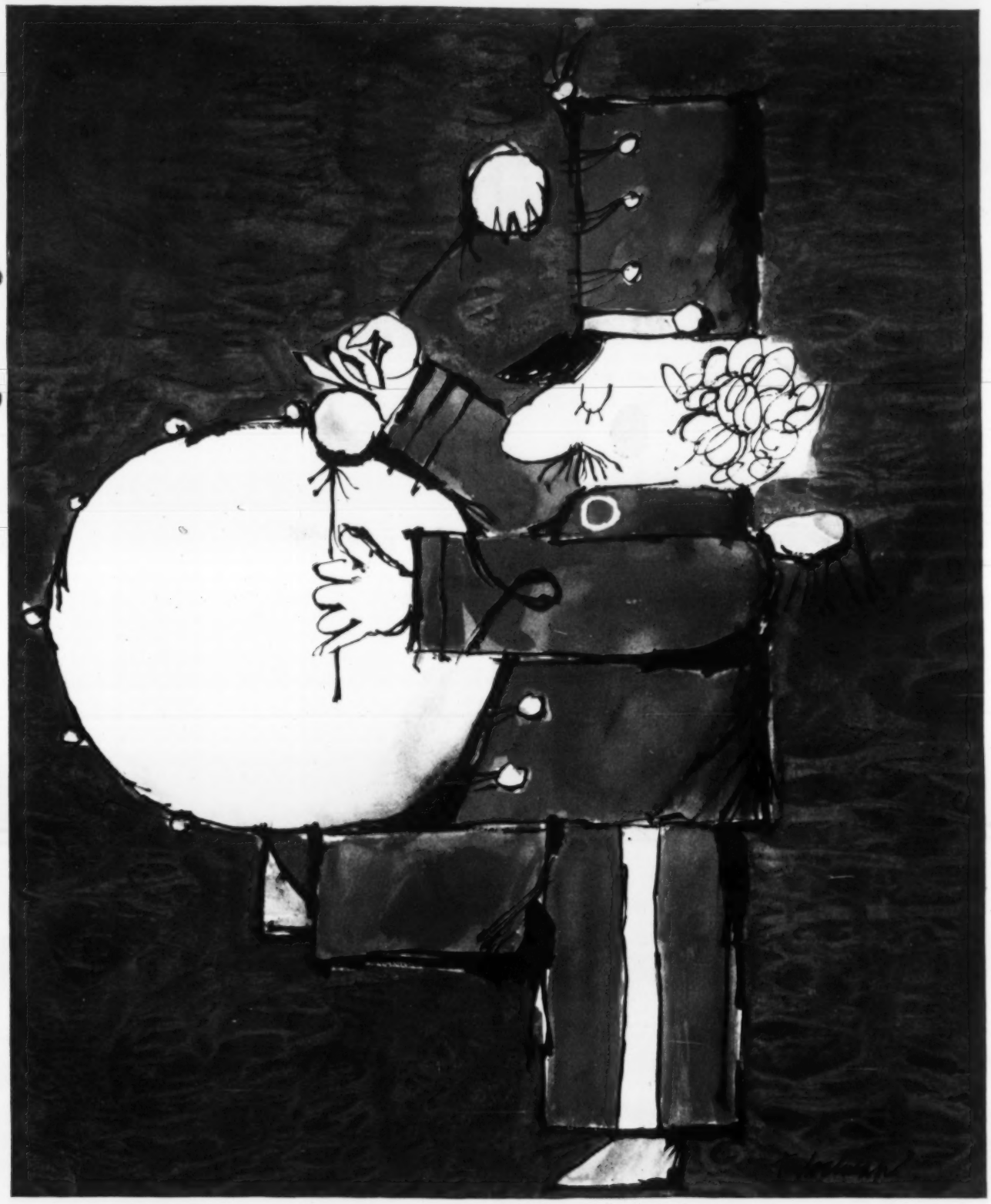
Harry Scherman

In making the presentation, Leonard J. Raymond, Kimball award chairman, traced Mr. Scherman's career from free-lance writer, to first mail order copywriter for the J. Walter Thompson Co., to founder of the Book-of-the-Month Club. In its 35 years under Mr. Scherman, the club has distributed through the mails more than 157,000,000 books to American homes—more books than are in all the libraries of the nation, Mr. Raymond said.

■ Earlier, Sen. Frank Carlson (R., Kan.) told the convention that postal policy "will continue to be nebulous, obscured by cobwebs and uselessly debated until a formula for the dollar amount of public service is met realistically." He said he believed the amount of such public service should be about $350,000,000.

Sen. Carlson, ranking Republican on the Senate post office and civil service committee, said he and Sen. Olin Johnston (D., S.C.), chairman of the committee, will both support a House amendment calling for a minimum of 7.5% of the total postal budget to be charged off to the general treasury. This would work out to approximately $327,000,000, he said. #

IMPACT



"DRUMMER", PAINTED IN INDIA INK AND WATER COLOR BY MURRAY TINKELMAN

The impact of your product picture must be powerful enough to generate the urge to buy.

People who use our kind of color printing soon learn that color can say and do things which help sell their products — in fact, any product.

Fine color printing reaches out and presents your product story before people whom you do not know and can never meet. Showing your product in faithful color is the next best thing to calling in person with a sample.

The quality of our work stems from the skills of our men, the versatility of our equipment and a unique sense of color. The bulk of our work comes from companies who have become regular customers. Let us show you how we can help you to specifically increase your impact.

Leading advertisers and publishers depend on printing produced by four companies under one management

J. W. CLEMENT COMPANY
Buffalo, New York

CLEMENT COLORTYPE INC.
Chicago, Illinois

PACIFIC PRESS INC.
Los Angeles, California

PHILLIPS & VAN ORDEN CO.
San Francisco, California

SALES OFFICES: GRAYBAR BUILDING, NEW YORK • FISHER BUILDING, DETROIT

Just a little bit better

than any other service happens to be!

This is no mere windy boast. This is a fact based upon Century's deliberate and determined aim: to provide a service to agencies and advertisers that always delivers more quality than absolutely necessary!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

Norman, Craig Finds Sales Session Productive, Puts It on Annual Basis

Agency Establishes Twin Creative Units for Strategy, Implementation

NEW YORK, Oct. 10—Norman, Craig & Kummel believes it may have started writing a new chapter in agency management history with its first annual sales meeting for top personnel, held over the weekend.

Key executives heard each account group present its plans for 1962 and beyond, and were briefed on the agency's novel two-stage creative setup.

The marketing-advertising world is too complex "for one creative group to keep in their minds the total information necessary to establish and maintain a proper strategy and then to . . . develop the method for implementing that strategy," Norman B. Norman, president, said in presenting the agency's creative philosophy.

■ "We have taken what we believe to be the first step in the creative area. We have established two separate creative departments. One deals with strategy and the analysis of all information necessary to develop the definition of the marketing problem, the statement of the sales proposition and creation of the copy platform.

"The second creative group then deals with the implementation and execution of the story, developing the best techniques for making the proposition motivate people."

The agency has hitherto held such meetings informally, Mr. Norman said, "but the success of this has been such that formal annual meetings are planned from now on." #

Now Herb gets the "Oscar"!

WHO Radio Farm Director Herb Plambeck (right) receives first broadcast-industry "Oscar in Agriculture" award from Thomas H. Roberts, Sr., President, DeKalb Agricultural Association, for "outstanding service to American agriculture."

WHO's Herb Plambeck Wins Second Major 1961 Farm Service Award–"Oscar in Agriculture". For the second time this year, WHO is proud to announce that Farm Director Herb Plambeck has received *another* of America's top farm service awards. And again, the award is from an organization that *sponsors* one of Herb's farm programs!

This time it is the first annual "Oscars in Agriculture" award for the one broadcast personality judged to be most helpful to the farming industry. The award will be presented annually by the DeKalb Agricultural Association, Inc., through a panel of independent agricultural experts.

Earlier in the year Herb received the coveted American Feed Manufacturers Association "Animal Agricultural Award" for outstanding service to livestock and poultry farmers. Now *both* these top awards are added to the tremendous string of 45 other state, national, and international citations Herb has received in the past 25 years.

Herb Plambeck is known as "Mr. Agriculture" throughout the large WHO coverage area — America's 14th largest radio market. He and his expert WHO staff are on the air sixty times per week with farm programs.

Ask your PGW Colonel for availabilities.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Peters, Griffin, Woodward, Inc.
National Representatives

Mogen David Pours Ad Funds into TV, Radio, Newspapers

CHICAGO, Oct. 10—Wines "like grandma used to make" will be the theme as Mogen David, first wine to advertise on network television, this fall becomes Jack Paar's first wine sponsor. The vintner will use a total of three network tv programs, radio spots on two networks, and heavy local advertising with increased emphasis on its "grandma" theme.

Besides the Paar show, Mogen David will participate in NBC-TV's new "Saturday Night at the Movies," and will again use the "Jan Murray Show." In addition, filmed commercials will be used in a tv spot campaign in 65 selected markets. Fifty-five spots a week on two radio networks and 1,000-line, two-color newspaper ads in 15 top Mogen David markets will reinforce the emphasis on grandma.

■ "We expect to achieve more than one billion consumer impressions during the peak selling season," Byron A. Bonnheim, vp, Edward H. Weiss & Co., Chicago, said. Weiss has been Mogen David's agency since 1950.

The campaign will be backed up with an increased distributor sales meeting effort. Last year, distributor meetings in 25 states were conducted by Mr. Bonnheim and Bernard J. Wiernik, Mogen David's vp in charge of sales and advertising. #

RKO Denies That Hartford Pay-TV Has Been Canceled

RKO General, New York, has emphatically denied film industry rumors to the effect that the projected $10,000,000 Hartford pay-tv experiment has been canceled. John Pinto, of the RKO General special projects unit, said: "As a matter of fact, we are confidently looking forward to the actual start of subscription television in Hartford by June, 1962."

MacDonald, Homes Set Push

E. F. MacDonald Travel Co., Chicago, and Homes Lines have scheduled a 25-market newspaper campaign for winter cruises of the S.S. Hanseatic to the West Indies.

Let FTC Issue Temporary Stop Orders: Kern

Member Says Plan Would Enable FTC to Halt Current Campaigns

ALBANY, Oct. 10—Federal Trade Commissioner William C. Kern said last week that the commission needs additional power to prevent "the unscrupulous advertiser from continuing to reap profits while the commission is trying to curb him."

In a strong appeal for legislation to give FTC authority to issue temporary cease and desist orders while cases are still being decided, Commissioner Kern listed an array of advertising problems which FTC has faced in recent years.

He denied that the plan would deprive advertisers of "due process" by stopping the ads too soon. "I assure you," he told the Tri-City Area Advertising Club, "it contains adequate provision for court review."

As a measure of the scope of advertising problems, Mr. Kern reported that 904 cases were under investigation on June 30, and that past experience indicates 60% to 70% will require issuance of formal complaints or some form of corrective action.

■ He said the investigations involve many of the biggest companies in the country in such fields as foods, drugs, therapeutic devices, cosmetics, shoes, hats, watches, books, correspondence courses, sewing machines, electrical appliances, floor coverings, mattresses, furniture, cameras, paints, nursery products and burial vaults.

Itemizing some of the "more significant" past cases which convince him of the need for the temporary cease and desist power, Mr. Kern started with complaints against vendors of vitamins, hair restorers, alcoholism remedies and remedies for the common cold.

His list included complaints against two vendors of sedatives, accused of representing potentially dangerous drugs as safe. In addition, he specifically listed pending charges contesting claims for speedy relief for Anacin, Bufferin, St. Joseph aspirin and Bayer aspirin.

■ Other "significant" cases listed as indicative of the need for "temporary" cease and desist power were 10 involving employment opportunity promises by correspondence schools; a series of complaints against ads for automobile replacement parts and accessories; fictitious tire price advertising by one of the nation's largest mail order houses; deceptive price ads for encyclopedias; tv ads involving allegedly deceptive demonstrations for "a well known dental cream, a safety razor, and a shaving cream"; and a number of cases involving concealment of foreign origin. #

Q-Tips Promotes Davey

Neill Davey, Kansas City territorial manager of Q-Tips Inc., Long Island City, has been appointed sales promotion manager.

Hansen Gloves to Charney

Hansen Glove Corp., Milwaukee, has appointed Charles J Charney Co., New York, to handle its advertising.

'HB' Adds Sections

House Beautiful will add advertising and editorial mail order sections to the next issues of two of its supplements. "Building Shopper" will be added to the spring-summer edition of *House Beautiful's Building Manual;* rates are $200 for one-sixth of a page and $100 for one-twelfth of a page. "Outdoor Shopping" will be in the 1962 edition of *House Beautiful's Gardens & Outdoor Living;* one-sixth of a page costs $180 and one-twelfth of a page is $90.

S.S. Street Adds One

Standard Thermoplastic Corp., Camden, N. J., manufacturer of urethane panels for insulation and storage, has named S. S. Street Inc., Philadelphia, to handle its advertising. There was no former agency.

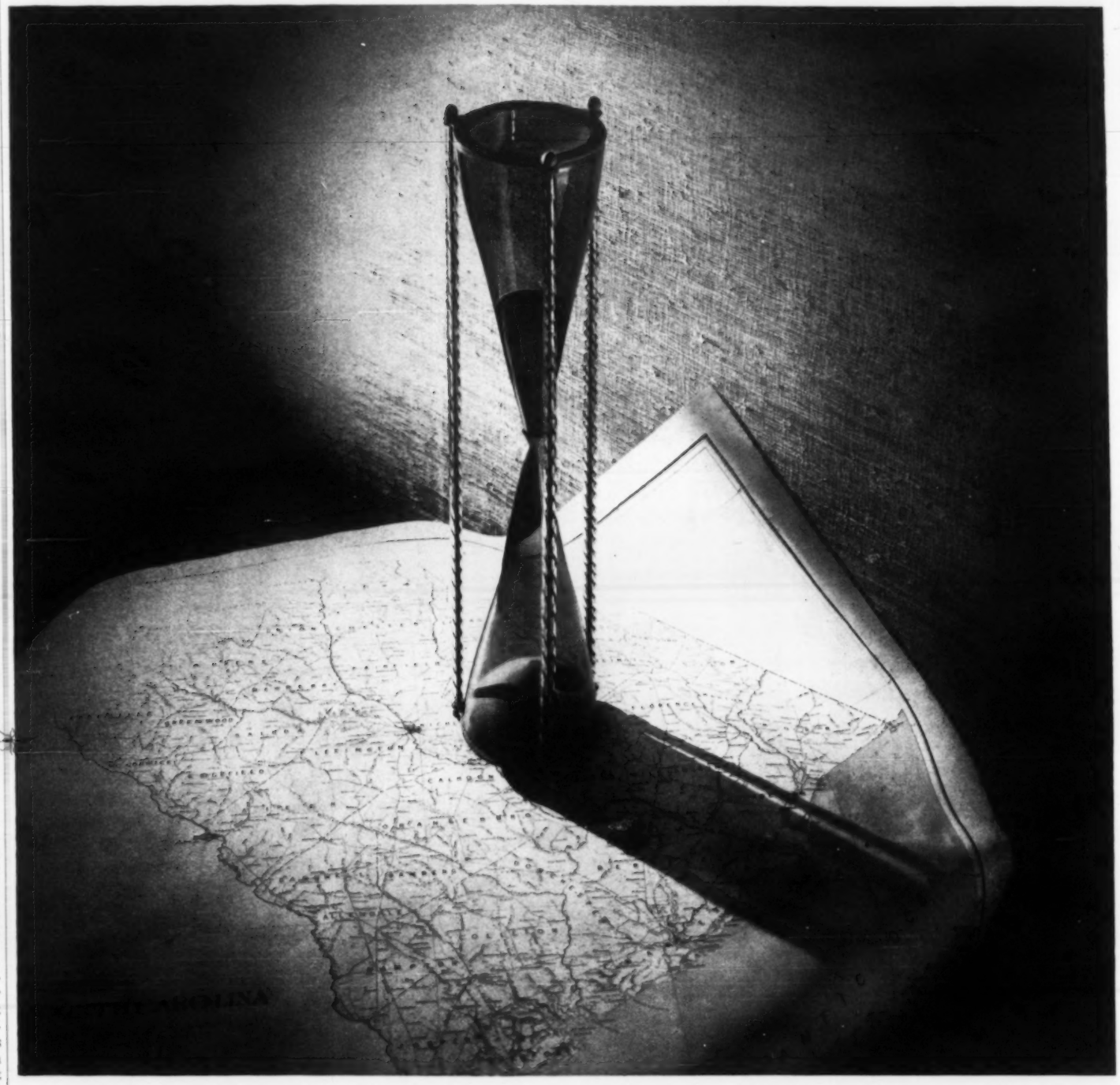
Obermeyer Joins Rumrill

Earl J. Obermeyer, formerly with Sullivan, Stauffer, Colwell & Bayles, has joined the creative staff of the Rumrill Co., Rochester, N. Y.

ON THE GREAT SOUTH PLAINS OF TEXAS

the AVALANCHE-JOURNAL
IS THE ONE MEDIUM FOR COMPLETE COVERAGE
in a vast isolated market of 415,900

LUBBOCK AVALANCHE JOURNAL
LUBBOCK, TEXAS *Morning — Evening — Sunday*
ROP COLOR AVAILABLE EVERY ISSUE



OURS: We don't exactly *own* South Carolina, but we claim it as our beat. Our oyster, in a real sense. It opens up for us because we know its business, government, culture, people. People best of all: their likes, dislikes, habits, greatnesses, and strengths. A knowledge growing out of nearly 30 years of operating broadcasting facilities in the capital city. □ This is why we're credited with a 78.7% share of viewing (by Nielsen) in the Columbia Metropolitan Area. Over a quarter million people in the 1960 Census, largest in the state and second only to Charlotte in *both* Carolinas. And our 1526-foot tower makes more of *all* South Carolina ours than any other station can claim. □ This is another good reason why South Carolina's major selling force is

WIS television NBC/ABC—Columbia, South Carolina
Charles A. Batson, *Managing Director*

A STATION OF THE BROADCASTING COMPANY OF THE SOUTH
G. Richard Shafto, *Executive Vice President*

WIS-television, Channel 10, Columbia, S.C. • WIS Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala. / All represented by Peters, Griffin, Woodward, Inc.

The Unstoppables,

followed by The Untouchables,

took 5 out of the top 10.

Continuing its new-season trend, ABC-TV trended into the top ten with My Three Sons, The Real McCoys, 77 Sunset Strip, The Flintstones and The Untouchables. (The first 3 named made it in the top 5.)

This happy record, as recorded by Nielsen,* has the added virtue of being scored where the program popularity race is roughest. Namely, those competitive markets where viewers can view all 3 network offerings. And viewed as herein reported.

ABC Television

*Source: Nielsen 24 Market TV Report, week ending Sept. 24, 1961. Average Audience, Mon. thru Sat. 7:30-11 PM; Sun., 6:30-11 PM

The Editorial Viewpoint . . .

Kickbacks Equal Poor Supervision

Last week we reported that Elliott Plowe, president of Grant Advertising, intended to file a libel and slander suit against Marlen Pew Jr., who won his case in tax court when his defense was that he had paid kickbacks to Mr. Plowe when the latter was advertising manager of Peter Paul Inc. This case will presumably be litigated, and we will report its outcome.

Without reference to that case, however, we think that kickbacks ought to be of more concern to careful advertiser and agency managements than they apparently are. Kickbacks are nearly always the result of sloppy supervision—of management that doesn't ask too many questions, or indeed any questions at all.

It is usually said that kickbacks represent no more of a problem in the advertising business than in any other business, and this seems logical enough. But the fact remains that the advertising business, operating as it does in a glare of publicity, ought to be particularly careful to see that its people observe scrupulously the letter and spirit of proper business conduct.

The idea of surveillance is repugnant to many management people, and it might well be. No one likes to snoop in other people's affairs. Yet when something ugly happens, and the unhappy evidence of kickbacks appears, the recurrent question to management is, "Don't you know what's going on?" The answer can only be that the management was sloppy or sleepy, or that it took for granted integrity about which, in many cases, it was remarkably ill-informed.

Under Congressional Frank

The irony of the decision of Congress and the Post Office Department to permit mail addressed to postal patrons on city carrier routes and through postal lock boxes under congressional frank (*story on Page 26*) can hardly escape the advertising business.

After all, the windswept halls of Congress have heard a good deal about junk mail in recent years, and it's astonishing that the congressmen have now decided that it would be nice to be able to blanket the voters without incurring the addressing costs which temper the ambition of commercial mailers.

Last year the Post Office was reimbursed some $3,828,000 for congressional mail. This is a tidy sum, although small by comparison with the $18,000,000 the Post Office gets from the Internal Revenue Service, which is the largest user of the mail among government departments. Of course, Internal Revenue gets a phenomenal return on its mailings.

The Post Office Department expressed the view that the new service is actually cheaper to handle than address mail, and it considers its action commensurate with the "intent of Congress."

All of which would serve to remind serious students of government and its departments that the postal service is all things to all people. Other big mail users had the service twice, from October, 1934, to July, 1936, and later from August, 1953, to March, 1955. Both times protests of "junk mail" filled the air.

House members have long yearned for an extension of their franking privilege; they have argued that it would save their staffs time and spare the Post Office the trouble and expense now involved in the return of misdirected letters. Postal officials evidently think there will be fewer protests resulting from congressional mail than there were from commercial use.

Toward Simpler Statistics

Sprinkled liberally through the pages of this issue are various statistics gleaned from the drug business and media measurement sources. They aren't quite as meaningful as they ought to be, and as we would like them to be, because the measurement services don't standardize on the way they report classifications.

If the object of statistical collection is to make the statistics more useful to the user, it seems fairly clear that an agreement between the measuring services as to which products would be classified where ought to be a first order of business.

Major media are measured by different services, and on the whole the job performed by these services is unique, and the level of reporting is remarkably high—something domestic admen take for granted, and are only occasionally reminded by visiting admen from abroad how rapid, accurate and unusual these services are. But after having recognized the value of the services, the stubborn fact remains that the non-standard classifications make comparative analysis difficult and hazardous.

So one measuring service has separate classifications for "hair tonics and shampoos" and "home permanents and coloring," a second lumps them all under "hair dressings and accessories," while a third considers shampoos and tonics as "toilet soaps," home permanents as "miscellaneous toilet requisites," and hair colorings as "perfumes and cosmetics."

The point is not that any service is right or wrong, just that the figures ought to be classified in a comparable way. It need embarrass no medium competitively, and it will certainly be of immeasurable help to advertisers and agencies to get a better fix on the facts.

Gladys the beautiful receptionist—

—Burt Kaufman, Boston.

"He was going to take the negative side of the ad club debate until they told him he'd be billed as the 'Hidden Dissuader'."

What They're Saying . . .

A Lesson from the Oriental

If the commercial television stations were to program exactly like the educational stations, they would draw audiences no larger than those of the non-commercial stations.

In justice to advertisers, the stations have an obligation to draw audiences—and they discharge it mightily.

At the same time, as the record shows, they discharge in varying degree their obligation to nourish tne minds and the tastes of men.

There are people who would hasten this whole process. They would do it by government edict (as if any one man or any small group of men could ever know what is best for everyone). They would run the risk of damaging the whole structure of broadcasting to get rid of abuses (which may be many or few, depending on where you sit).

One of our agency men who spent some time in Japan said that one thing he had learned to admire was the patience of the Oriental. The Japanese doesn't insist upon everything being done tomorrow. Maybe this is one area where we can afford to let nature take its course and do by indirection what might be ruinous to do directly.

All history supports the belief that, as people's education and taste improve, their wants increase and they create constantly expanding markets.

That truth alone will do more than all the government regulation or self-regulation codes in the world to upgrade television programming.

—From "Dividends," published by Ketchum, MacLeod & Grove, Pittsburgh.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN**, executive vice-president and general manager. **J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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EDITORIAL

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F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard**. Los Angeles: **Richard E. McCarty**, Western Advertising Manager, 8217 Beverly Blvd., OLive 1-3710. San Francisco: **Wm. Blair Smith**, 22 Battery St., YUkon 1-1299. Portland, Ore.: (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Joshua B. Powers, Ltd., 27 Cockspur St., London SW1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17. Tokyo: International Media Representatives, Ltd., Kisha Kurabu, 14, Marunouchi, 2-Chome, Tokyo.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"Fresh mistletoe for Christmas promotion" is being offered in advertising, and girls of good will toward men ought to be able to place it to excellent advantage.

•

Mayflower Studio of London offers "over 3,000 cracking good advertising photographs for $25."

If you're short of dollars, just send 'em nine pounds.

•

Opening a coffee can before breakfast, especially in winter, is a highly hazardous procedure, Doug Smith says, and so perhaps this dangerous chore should be attempted only in the alert evening hours, rather than the drowsy dawn.

•

"We want a superb writer, not just a fine copywriter," specifies an advertising agency, which no doubt regrets the fact that Somerset Maugham is no longer available.

•

The American Medical Assn. has gone to bat against cosmetics which contain drugs such as antibiotics, feeling as it does that experts in the skin game, like dermatologists, should handle this delicate procedure.

•

White House coffee is being introduced to the Washington market, and the most important objective is no doubt to introduce it to the occupants of a certain well-known residence on Pennsylvania Ave.

•

Some people who admit they don't get enough exercise now are wondering if they should give up manual operation of their toothbrushes in favor of General Electric's new power-driven gadget.

•

Donald McRobie thinks price wars among agencies might follow the elimination of the commission system, but some of them have found ways to compete on that basis even now.

•

Royalty in the cigaret field is claimed by the king size and its new brother, the imperial, which is being offered as all of three-eighths of an inch longer.

•

"A million here, and a million there, pretty soon you've got a billion everywhere!" exclaims *Chemical Week*.

Just like old McDonald on his farm.

•

"Advertising," says David B. McCall, "is so much more fun when you don't know what you're doing."

Always assuming, of course, that you're spending somebody else's money.

•

Admirers of Babe Ruth might have resented those regular season and World Series attacks on his records by Roger Maris and Whitey Ford if they hadn't remembered that it's all in the Yankee family.

COPY CUB.

59 PERCENT

OF DELAWARE VALLEY'S FURNITURE AND APPLIANCE SALES ARE MADE

IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 27% more suburban women readers than does any other Philadelphia newspaper.

Sources: Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 70,000 interviews, 1957-60. (Summary of 1960 study available on request.)

Casper Newspapers Sold

The *Tribune-Herald* and *Morning Star*, Casper, Wyo., have been sold by Natrona County Tribune Co. to Wyoming Publishers Inc. Robert S. Howard, president of the purchasing company, is also president of the *Courier*, Glasgow, Mont.

it's HOT!
THE YEAR-ROUND MAILING PIECE THAT NEVER FAILS!!! ANNOUNCE NEW PRODUCTS, STORE OPENINGS, SPECIAL EVENTS, PRICES, INVITATIONS... ANYTIME YOU WANT RESULTS. FREE SAMPLE!
MARVIC ADV. CORP.
861 FG MANHATTAN AVE. BROOKLYN 22, N.Y.

Zeilinger Promoted to A.M.

Sid Zeilinger has been promoted from assistant manager to advertising manager of Hollister Publications, Wilmette, Ill., publisher of five community newspapers.

Switzer Sets 4-Page Day-Glo Insert in 'Business Week'

CLEVELAND, Oct. 10—*Business Week* readers will get an eyeful of Day-Glo fluorescent inks in the Oct. 21 issue, when Switzer Bros. launches its biggest promotion of the product.

The four-page insert "probably represents the largest use of Day-Glo letterpress ink in commercial printing," said Gordon D. Russell, vp of sales.

Prominent in the ad is a Tide soap carton. Switzer made a breakthrough in the mass packaging field in 1959, when its gravure ink was adopted for the Tide carton. Since then, in the struggle for shelf recognition, Day-Glo has been adopted by Ad, Oxydol and Fab.

The ad will also demonstrate other uses of Day-Glo—in plastic products, hunting clothes and in painting aircraft, to improve mid-air visibility.

■ Mr. Russell said the ad was placed because "we feel the use of our colors has nowhere reached its potential. "The first page of the ad is a virtually unbroken sheet of "fire orange." The final page carries a coupon inviting readers to send for color cards and information about 16 uses of the product.

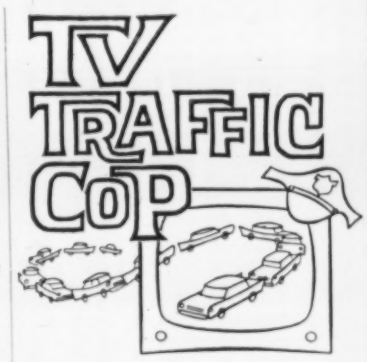
Switzer will use the ad in a series of 50,000 mailings in the next four months.

The ad was printed by A. L. Garber Co., Ashland, O., and furnished as an insert. McCann-Marschalk Co., Cleveland, is the agency. #

Waste King Uses Print

Waste King Corp., Los Angeles, will use magazines in November to introduce the new Waste King Universal Imperial Hush household garbage disposer. A color page is scheduled for *Sunset Magazine;* color half pages will run in *American Home* and *House & Home;* and a b&w page will run in *Good Housekeeping*. Point of purchase material is available, including a "money tree" display. Hixson & Jorgensen, Los Angeles, is the agency.

Buns look bunnier!
On Videotape* the tantalizing flavor of a hot biscuit, the sparkle of a soft shampoo-product appeal-comes into the home as it never can on film. You're invited to come to Videotape Center to see why! This is where the most appealing commercials on television are being created.
Videotape Productions of New York Inc.
101 West 67 Street, New York • TR 3-5800
*TM AMPEX CORP.

TV TRAFFIC COP

TV traffic control is a new idea that may help take a lot of the trouble out of highway travel.
And it's not in the future, either—it's here—already speeding traffic along the John C. Lodge Freeway in Detroit.
Here's how it works: a new type of General Electric TV camera, transistorized to keep its size down to one foot and weight to just 9 pounds, is mounted on the freeway overpasses. Back at the traffic control center an operator monitors all cameras, watching for trouble spots to develop. When they do, he goes to work immediately—closing off the lane where a car is stalled, or calling for a service truck, or cutting down speed limits behind the trouble spots.
Experts at the center can also watch the effects of bad weather and lighting on driving methods and speeds.
TV traffic control is another big step towards making your driving safer and more enjoyable. To see it in action, watch Don Herbert's Progress Report on the General Electric Theater, Sunday, December 31.
• • •
To see TV traffic control in operation, watch Don Herbert's Progress Report on The General Electric Theater this Sunday, October 8.
Progress Is Our Most Important Product
GENERAL ELECTRIC

THAT'S A SWITCH—*This is one of the ads General Electric is running in TV Guide to plug its commercials—not the shows—on "General Electric Theater" (CBS-TV). Program content, cast and air time don't get mentioned. Batten, Barton, Durstine & Osborn is the agency.*

Publications are funny birds. Almost anybody can claw his way up "to the poorhouse." It's a little more difficult to manage a down-to-earth boom with a solid base. TV GUIDE manages just that. A special interest magazine, its subject matter (television) generally interests everyone. The unforced circulation shows it. The steady advertising gains reflect it. With a prime grip on America's young marrieds and massive food and drug store strength (more than 3 million copies per week), TV GUIDE has a wing span you can use.

TV GUIDE

Best-selling weekly magazine in America

HALF MILLION COLOR TV SETS IN 50 MAJOR MARKETS ALONE

A Television Age Color-set count through distributors, wholesalers, and colorcasting stations shows 547,320 Color receivers in 50 major markets alone. The big breakthrough in Color TV is here. Are you with it? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900

Information for Advertisers

"Directory of Contract Packagers & Their Facilities," listing types of packaging, facilities available, acceptable products, machinery in stock and quality control features, has been published by **Packaging Institute**, 342 Madison Ave., New York 17. Copies are priced at $5 each.

• **Business Publications Audit of Circulation** has published a booklet, "A Quick View of BPA," telling what it is, what it does, who controls and manages it and who its members are. Copies, priced at 25¢ each—with a minimum order of six—are available from Adin L. Davis, president, Business Publications Audit of Circulation, 420 Lexington Ave., New York 17.

• "Sales Promotion Almanac for 1962," a guide to events in 1962, including special days, weeks and months, conventions in advertising and sales promotion and competitions in advertising, sales promotion and public relations, has been published by **Advertising & Sales Promotion**, 200 E. Illinois St., Chicago 11. Copies are priced at $1 each.

• A revised edition of "Fabric Facts," defining in non-technical language the fibers, weaves, patterns, colors and finishes most frequently used in the field of textile and apparel designing, buying, advertising and selling, is available from **Fairchild Publications**, 7 E. 12th St., New York 3. Copies are priced at $1 each.

• "The Fabulous Young Families with Children Market," covering school enrollments, birth rates, population distribution by family type, and birth projections by region and state, has been published by **Parents' Magazine**, Research Dept., 52 Vanderbilt Ave., New York 17.

• "Buying Patterns in the Procurement of Machine Tools & Related Equipment," a study of 56 different types of machine tools and their related attachments and accessories, is available from the Marketing Research Dept., **Sweet's Catalog Service**, 119 W. 40th St., New York 18. #

Good news for people 65 and over!

Introducing **THE BLUE CROSS "SENIOR HEALTH PLAN"**

INTRODUCTION—*Blue Cross will use big space newspaper ads like this in 22 California newspapers to introduce its senior health insurance plan to the state's aged. Supporting the newspaper campaign will be limited tv and radio advertising. J. Walter Thompson Co., Los Angeles, is the agency.*

Ad Review Counsel Adds Four

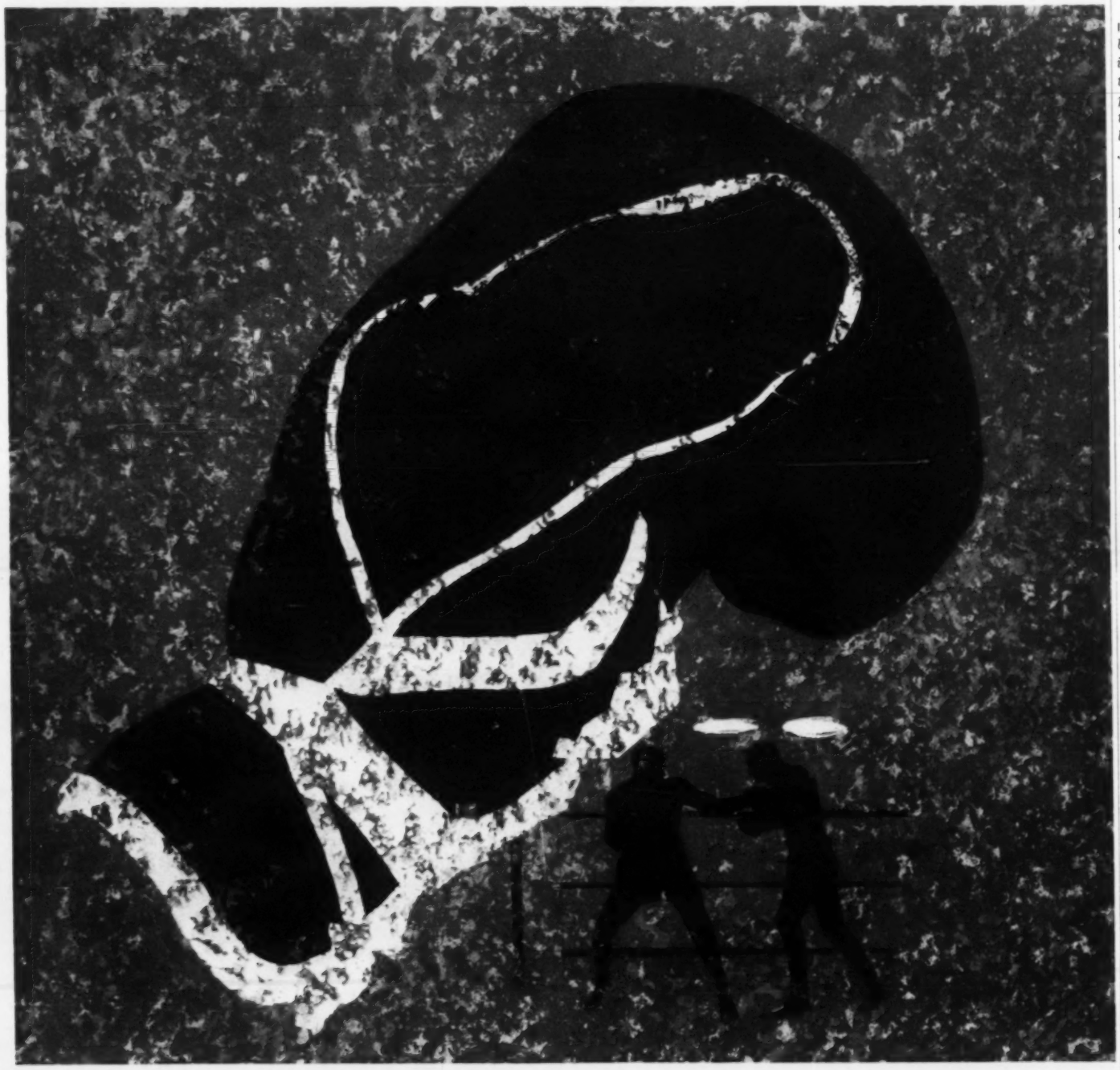
The Advertising Review Counsel, New York, a group staffed by veterans of advertising who are now active as consultants, has added four new members: R. E. Thompson, 26-year veteran of McCann-Erickson, who recently retired as vp and associate creative director; Allyn McIntire, for 32 years until retirement in 1959, a vp and director of sales development of the Pepperell Mfg. Co.; Loren Stone, 30 years with Compton Advertising until his recent retirement as vp and director of the art department; and Gerald Tasker, who was with Cunningham & Walsh for 30 years and at his retirement was vp and director of the agency's research department.

Gabow Joins Thompson Medical

Samuel Gabow, formerly advertising manager of Exquisite Form products, has been named marketing and advertising director of Thompson Medical Corp., New York, manufacturer of Tranquil-Aid, Slim-Mint gum and Ban-Smoke gum.

Advertising Associates Adds 1

Advertising Associaltes, Richmond, Va., has been named to handle advertising for Southern Wholesalers Assn., comprising more than 170 wholesalers in plumbing, heating and cooling equipment.



22 YEARS AGO ON WBNS RADIO

The busiest boxer of 1939 was Joe Louis. He defended his title four times that year, each time winning by a knockout. The news of each heavyweight championship bout was flashed to Central Ohio by WBNS Radio.

While the boxing world was concerned with fancy footwork, proper footwear was the main concern of Evans & Schwartz, Inc. here in Columbus, Ohio. From one small shoe shop, Evans & Schwartz has grown to incorporate five large footwear salons, and since 1939 WBNS Radio has helped increase sales every year. WBNS has carried spot schedules for this sponsor for 264 consecutive months.

Like other local advertisers who have their feet on the ground, Evans & Schwartz knows the profit of having spots on the air, specifically on WBNS Radio. A profitable practice for advertisers everywhere — ask John Blair.

Downtown store and general offices of Evans & Schwartz, Inc. Today, WBNS Radio continues to help Evans & Schwartz gain a whopping portion of the $94,557,000 apparel sales volume made possible by our fashion-conscious Central Ohio families.

WBNS
COLUMBUS, OHIO

Represented by John Blair & Company

Despite all the nays, there is a magazine race and what it can stand is a little horse sense. It seems to us "hobby horse" publications are expensive standstills. This is a time for workhorses. And this is a workhorse magazine. Editorially, TV GUIDE travels a single track. Its one concern is television. As a result, the front-running weekly (7,250,000) is strong with readers (who will spend $50 million for it this year) and flexible for advertisers (62 regional editions covering major TV markets). And it delivers what it promises: the most efficient ride your advertisement can buy.

TV GUIDE

Best-selling weekly magazine in America

Now...reach the CREAM of today's farm market

DOANE'S

BUSINESS MAGAZINE FOR AMERICAN AGRICULTURE

- **50,000 circulation**
- **National distribution . . . split runs available**
- **Published by Doane Agricultural Service, Inc. . . . recognized leader in farm management, appraising, research, and agricultural writing.**

For rate card and full data, call nearest representative

ST. LOUIS	CHICAGO	NEW YORK	LOS ANGELES	MINNEAPOLIS
R. T. Berry	Philip C. Miller	Billingslea & Ficke	Charles S. Meister Co.	Dean & Slaughter, Inc.
5144 Delmar	2435 No. Halsted	420 Lexington Ave.	2252 W. Beverly Blvd.	502 National Bldg.
FOrest 1-2800	WEllington 5-3910	LExington 2-3667	DUnkirk 8-7115	FEderal 3-2229

Issued at mid-month. Closing date is 10th of preceding month.

OMAR UPDATED—*Four-color spreads like this will feature the "Drink Wonderful" theme for E. & J. Gallo Winery, with each spread extolling a different wine. Series will run this fall in Ebony, Life, Look, The Saturday Evening Post and Sunset Magazine. The campaign is the vintner's first in magazines; Gallo has been the largest advertiser in the industry, but primarily in broadcast media. BBDO, San Francisco, is the agency.*

NOTHING SELLS MAKE-UP . . . OR DIET FORMULAS . . . LIKE A MIRROR!

Big D's women, with a "best-looking in the nation" reputation to uphold, closely watch face and figure. **Caring for so much pulchritude makes Dallas a favorable climate for cosmetics, diets, vitamins. (Dallas' drugstore sales are 46% above national average per household.)** And The Dallas News, favored among families who can better afford to indulge their women, is ***climate***-right for selling!

SM, May 10, 1961

NOTHING SELLS BIG D LIKE THE NEWS!

Women *want* to think you can make them more beautiful. Put bounce in their hair . . . add appeal to their lips . . . trim their figures. Say so in The News — they believe it! **The News' favorable *climate* sells. Because they believe The News like a good friend's recommendation. It reflects confidence, adds conviction to advertising.** That's why The News carries 74% more national cosmetics advertising than Dallas' other paper. ***The climate's the thing*** . . . even more important than The News' larger circulation!

Media Records, 1960

The Dallas Morning News

CRESMER & WOODWARD, INC., National Representative / THE LEONARD CO., Florida Travel Representative

Alltime Sales High Forecast for '62 at Management Forum

NEW YORK, Oct. 10—Key industry groups called the shots for 1962 at the annual sales forecasting forum of American Management Assn. that ended Oct. 4. All agreed that business in the U.S. will be at an alltime high.

Typical of the sober assessments was the forecast for consumer nondurables by Lee S. Bickmore, president, National Biscuit Co., which expects personal income to be up about 6%, consumer prices about 2%, and real income 1.9% next year.

"Those of us in the food business are not bothered much with violent fluctuations in either sales or profits. At a time when the general economy, as measured by GNP, is moving by 8% or 9%, and industrial production by 13% or 14%, the biscuit industry index is likely to move by only 3%. In a year like 1961, this is an enviable position to be in. In a year such as 1962 promises to be, we look longingly at the reports of industrial suppliers and the manufacturers of consumer durables."

■ William F. Butler, vp, Chase Manhattan Bank, said, "Consumers are behaving about the way they always do." He believed "the potential exists for a very good, though not ebullient, advance in consumer purchases of durable goods—autos, appliances, furniture and the like."

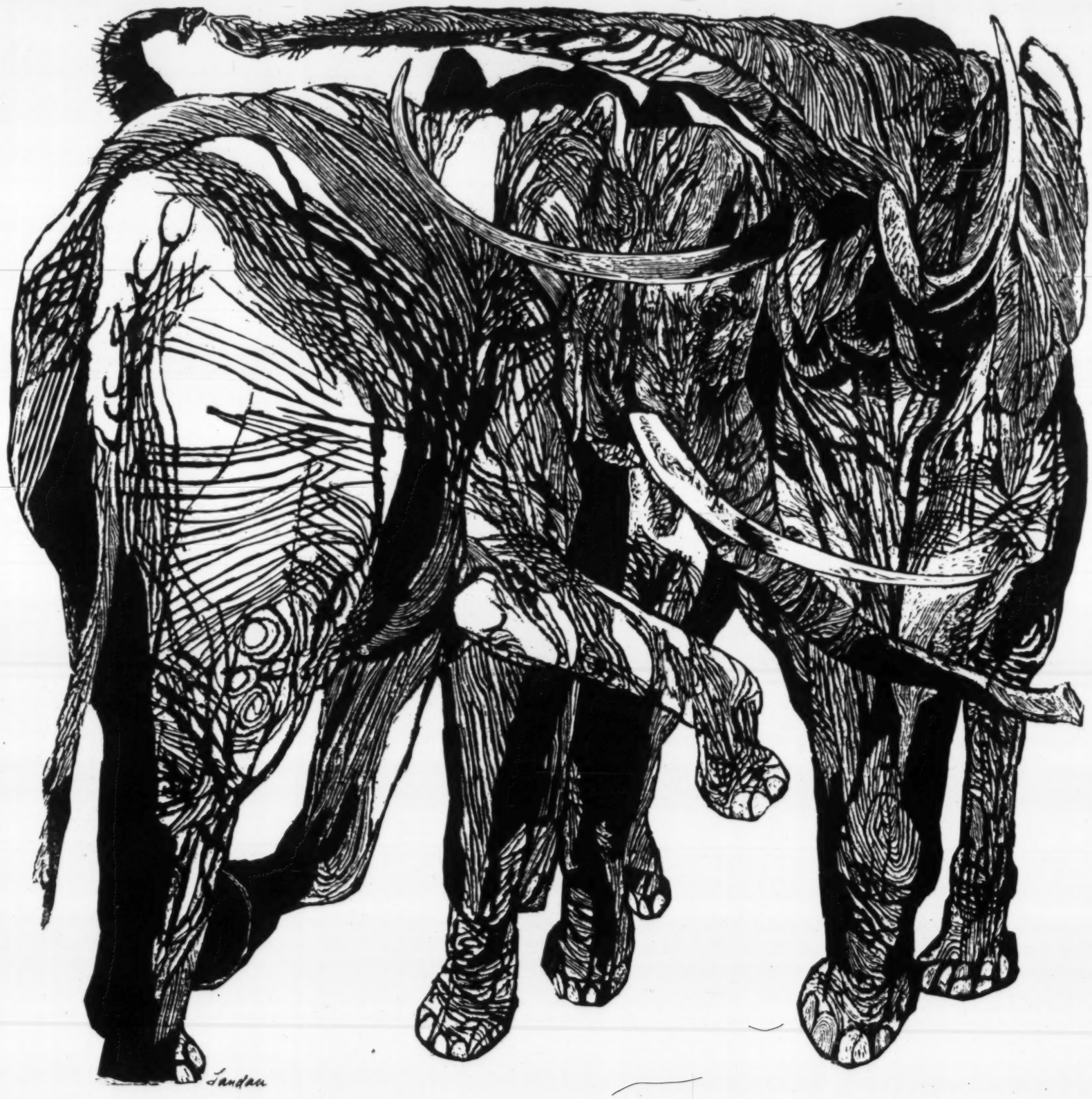
Gloom—and not boom—was predicted for "the average inhibited company" in 1962 by Edward J. Green, vp, planning and marketing, Westinghouse Air Brake Co. He said that many capital equipment companies which thought they had reached a permanent peak of guaranteed prosperity were seeing the chickens come home to roost.

While the accountants rode high in the saddle, research, advertising, and manpower development budgets were cut when such "frills" could no longer be charged against excess profits tax.

While predicting record-breaking growth and prosperity for the economy as a whole, he believed the most important factors affecting the outlook for capital goods equipment companies in 1962 "are not economic but managerial." #

Adler Heads Sales

Morton Adler, formerly president of Cassidy-Richlar, Philadelphia, a direct mail company, has been named to head the newly-established West Coast sales office of O. E. McIntyre Inc., New York.



Most magazines (including us) like to trumpet circulation gains. Now an elephantine head count may be important, but how you get your figures counts, too. This year people will spend more money for TV GUIDE than for any other magazine in America. Almost two-thirds of this $50,000,000 sale will come from copies sold at full cover price. This evidence of positive interest helps explain why TV GUIDE's boom has a solid base. It pays to remember that—when you're trying to make sense out of your magazine dollars.

TV GUIDE

Best-selling weekly magazine in America

Bristol-Myers Buys News; NBC Sells Basketball Games

Bristol-Myers Co., New York, will sponsor "Bristol-Myers Saturday Night Report," NBC-TV's new 15-minute weekly news program, featuring Sander Vanocur, starting Oct. 21 at 6 p.m. (EDT). Bristol-Myers also has purchased sponsorship of "NBC News Afternoon Report," a five-minute Monday-through-Friday series, presented at 4:55 p.m. (EDT). Young & Rubicam made the Bristol-Myers buys.

NBC-TV has signed Mennen Co., Sunbeam Corp. and Anheuser-Busch for participating sponsorship of the 23-game schedule of the National Basketball Assn., which started Oct. 14. Mennen's order was placed by Grey Advertising, Sunbeam's by Foote, Cone & Belding and Anheuser-Busch's by Gardner Advertising Co.

HOUSE ORGANS

This form of advertising can make sweet music. But the copy must SING! Need not be expensive. (Have published one on a blotter for 28 years). Free copy!

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

Gratt Named WNTA-TV Head

E. Jonny Graff, president and general manager of WNTA, Newark, has been given additional duties as general manager of WNTA-TV. He succeeds Henry S. White, who resigned as vp and general manager of the tv station to join Filmex, tv film producer, as vp in charge of programming.

Svehla Joins Petry

James W. Svehla Jr., formerly with KTVI, St. Louis, has joined the radio sales staff in the Chicago office of Edward Petry & Co., radio-tv station representative.

LET'S FACE IT.... by Volpe

*Now a New York restaurateur, this former world heavy-weight champion won the greatest challenge of his career by successfully turning boxing into a million dollar sport. Who is he?

THIS • PICTURE REVEALS WHAT A GREAT CHALLENGER CAN DO!

Here is a market that warrants your intensive cultivation. Herald-Express households have an Effective Buying Income of $2,936,160,000. This is a market larger than Boston and Milwaukee combined. Are you getting your share?

When you buy the Herald-Express, you buy reader confidence, reader responsiveness, the largest evening newspaper circulation in Western America and the No. 2 daily newspaper in America's dynamic No. 2 Market.

SOURCES: Herald-Express Readership Survey. Sales Management Survey of Buying Power, Copr. 1961

Jack Dempsey

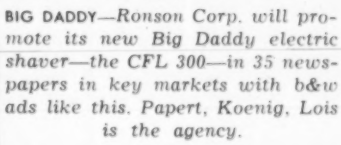
Los Angeles Evening

HERALD-EXPRESS

Largest Evening Newspaper in the West

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

Big Daddy



BIG DADDY—*Ronson Corp. will promote its new Big Daddy electric shaver—the CFL 300—in 35 newspapers in key markets with b&w ads like this. Papert, Koenig, Lois is the agency.*

P.O. Starts Solons' 'Postal Patron' Mailings Oct. 16

WASHINGTON, Oct. 10—Congress was officially notified that beginning Oct. 16 the Post Office Department will let congressmen send franked mail addressed only to "postal patron," without street address.

This new privilege for members of Congress was approved after the House amended an appropriations bill to specify that the department was authorized to extend the household delivery privilege to members of Congress (AA, Oct. 9).

The new "householder" privilege which congressmen voted for themselves is similar to the unaddressed "householder" mail service which was handled for all bulk third class patrons for a brief period in 1957, and abandoned in the face of protests from housewives, newspapers and mailing list brokers.

The department said its decision to handle unaddressed congressional mail for delivery to patrons on city carrier routes "is in conformance with the intent of the new law." The department said "the per piece handling cost for congressional mail, addressed to 'postal patron' without street address on city carrier routes and post offices, will be less than the same mail fully addressed to each householder."

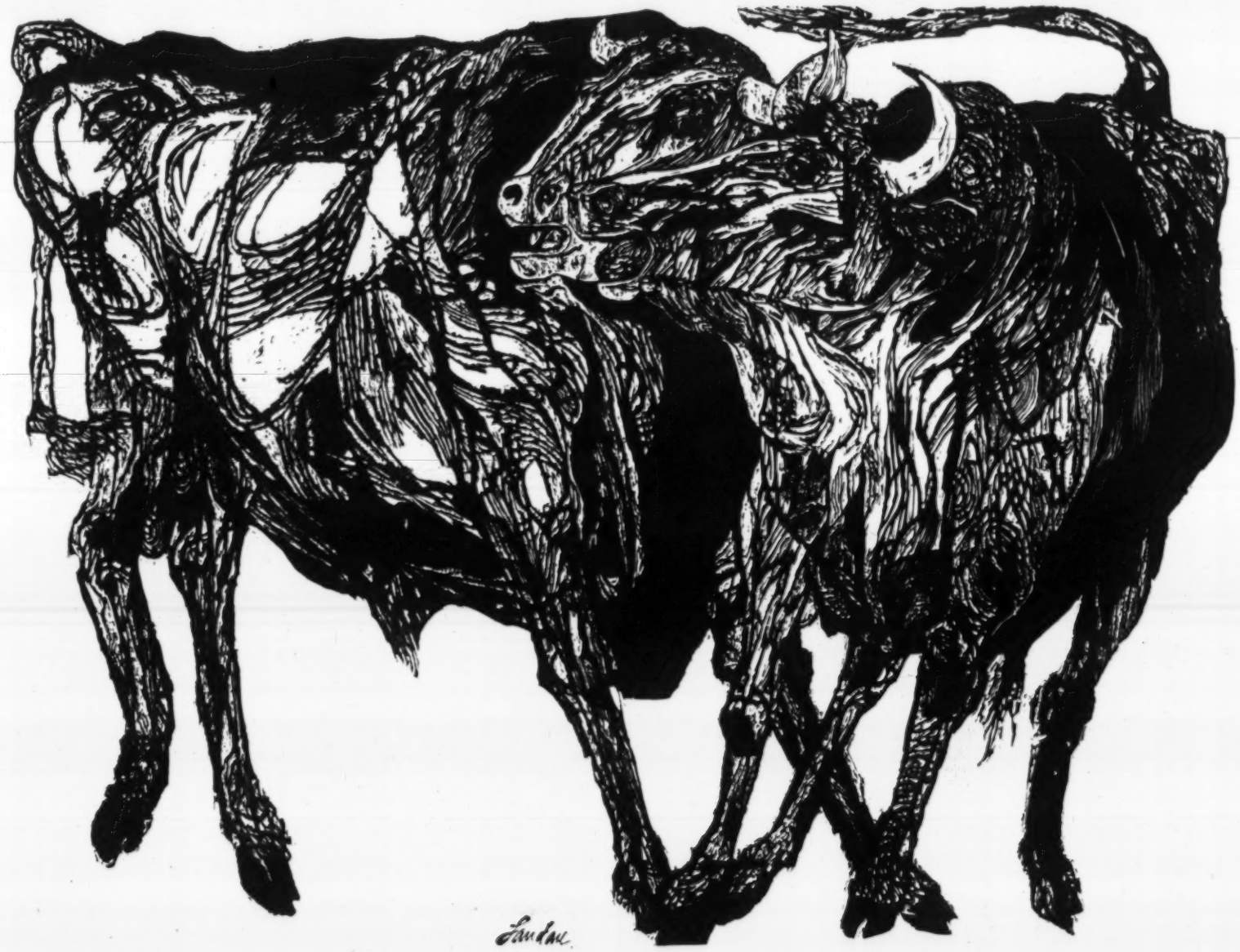
It noted "the delivery of postal patron mail without street address on city routes applies only to members of Congress." #

Columbia Records Names 2

John Kurland, formerly with the press information department at RCA Victor Records, has been named to the new post of director of public relations and information services of Columbia Records, New York. Granville White, previously a salesman with the Chicago office of Columbia Record Distributors, has been appointed manager of national field promotion of Columbia Records Sales Corp.

Bob Zak Joins WJBK-TV

Bob Zak has been named assistant promotion manager of WJBK-TV, Storer Broadcasting Co.'s station in Detroit. He replaces Dona Shelton, who has been appointed promotion manager of WITI-TV, Storer's Milwaukee station. Mr. Zak formerly was a copywriter with Otto Abbs Advertising and Karl G. Behr Advertising Agency in Detroit.



Competition has a cutting edge that separates the front runner from the also-rans, clearly, emphatically. And few sites provide so public an arena as the supermarket. Here is a battleground for more than 5000 products—including editorial products. And here TV GUIDE is in a bull market. People will buy more copies (about 125 million) of TV GUIDE in food outlets this year than any other magazine in the store. Our customers should be your customers.

TV GUIDE

Best-selling weekly magazine in America

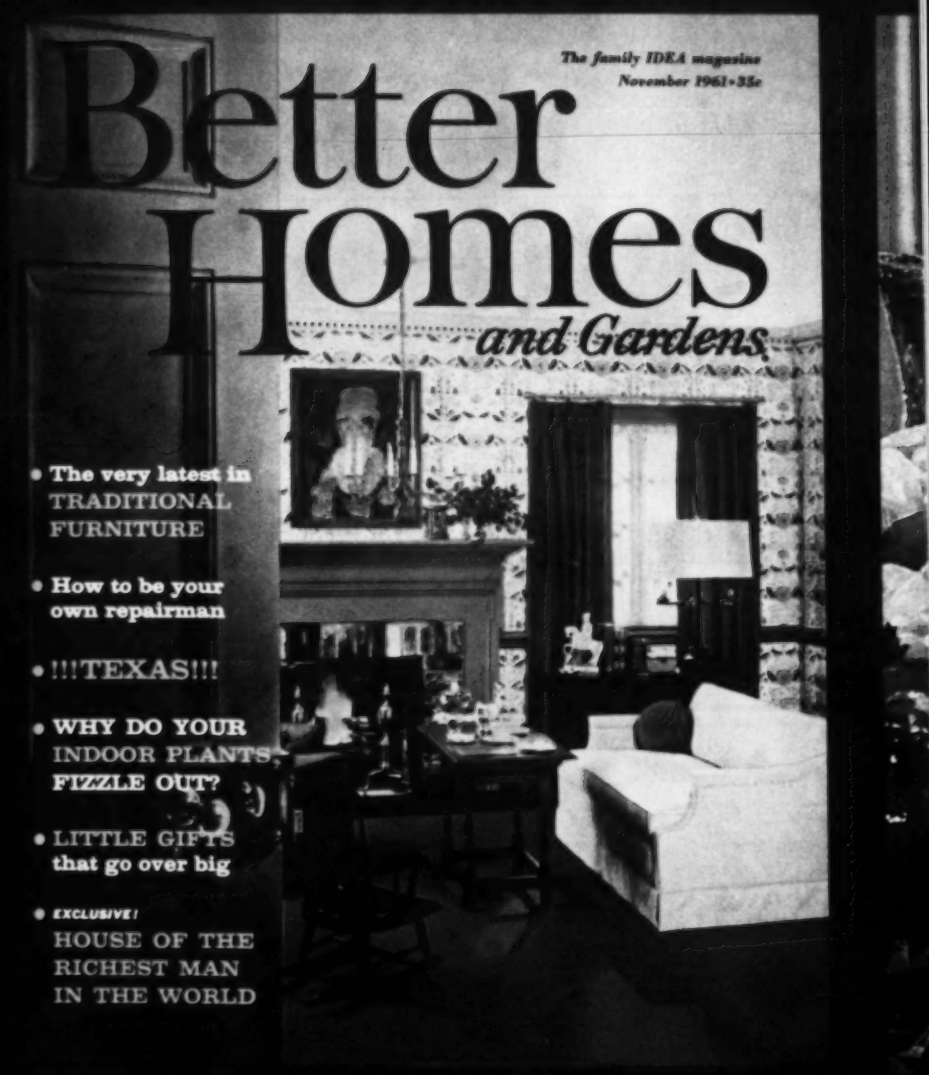
THE FAMILY IDEA MAGAZINE

They spring at you from every page of Better Homes and Gardens. Ideas! Just glance through a copy. You'll find ideas about food, furnishings, building, gardening, travel and *purposeful puttering* – all compellingly presented to interest you, your wife, *anyone* who is wrapped up in family living.

Nearly 15 million adult men and women—*like that*—turn to the pages of BH&G month after month. Actually, during the year, a *third of America*—the family-centered, top-spending third—looks to Better Homes and Gardens for ideas about what to do and what to buy for a happier family life, at home or away from home.

And all this makes BH&G a very, very profitable place for advertisers to display what they want to sell. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.*

Where America shops for IDEAS that make SALES

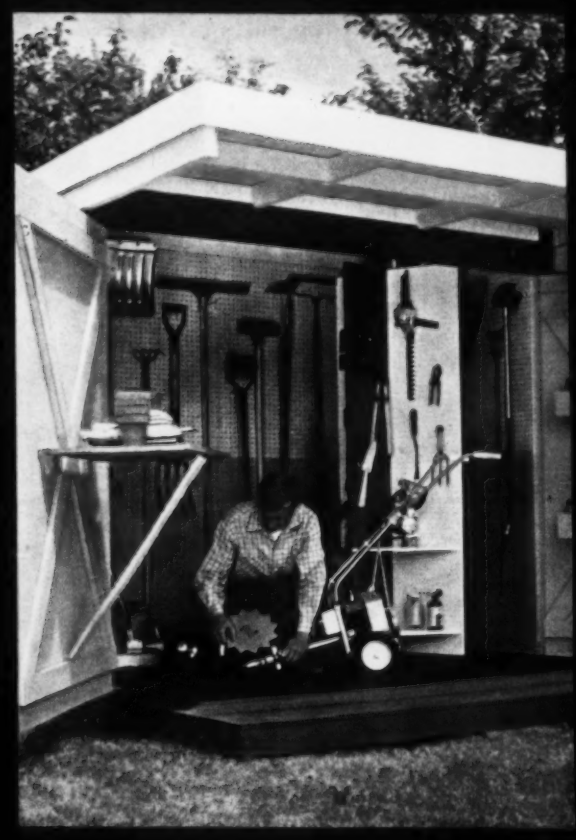

The family IDEA magazine
November 1961 • 35c
Better Homes and Gardens
• The very latest in TRADITIONAL FURNITURE
• How to be your own repairman
• !!!TEXAS!!!
• WHY DO YOUR INDOOR PLANTS FIZZLE OUT?
• LITTLE GIFTS that go over big
• EXCLUSIVE! HOUSE OF THE RICHEST MAN IN THE WORLD

NOW 9 EDITIONS AND OVER 5,500,000 COPIES EVERY MONTH

IDEAS IN ACTION

What's new for Hallowe'en?

Painted pumpkins—from a shocking pink flapper to a gilded China boy. Easy tricks to copy. Or use the whole pumpkin, sprayed with gold, silver or bronze paint, for a glamorous and long-lasting centerpiece. Spray leaves to match. Arrange pumpkin in center. Kids will love to get into this act!



Look what's happened to the old tool shed

Attractive new design is "organization man's" dream. Features revolving rack for small hand tools, spill-proof shelves for garden chemicals inside right door. Collapsible table inside left door props up handily for work space. All those long-handled tools hang safely out of the way on hooks set in perforated hardboard interior walls.

YOUR
PHOTOENGRAVER
SHOULD HAVE

Up to date color cameras, scientific masking methods, and other pre-corrective techniques.

Are you sure he does

?

H&M

HUTCHINGS & MELVILLE, Inc.
custom photoengravers
4043 N. Ravenswood Avenue
Chicago 13

Member of Photoengravers Research, Inc.

Bates Names Angelus; Switches Robert Schurlock

Ted Bates & Co., New York, has named Robert Angelus, formerly with Colgate-Palmolive Co., to succeed George Norris as vp and account supervisor on Brown & Williamson Tobacco Corp.'s Viceroy brand. Mr. Norris resigned recently.

At the same time, Robert Schurlock, vp, has been named account supervisor on DuMaurier, Kentucky Kings and John Rose snuff, succeeding Bruce Crawford, who recently joined Chesebrough-Pond's.

Perma-Chem to Friend-Reiss

Perma-Chem Home Products, New York, has appointed Friend-Reiss Advertising, to handle advertising for its new Perma-Chem household spray. The company claims that the new product destroys 99% of household bacteria and remains active until removed or covered over.

SELL THE VITAL TEXAS MARKET!

5 GREAT TEXAS NEWSPAPERS
IN TEXAS' 5 DOMINANT CITIES

GIVE YOU THE FINEST, FASTEST OPPORTUNITY

TO INFLUENCE AN AREA CONTAINING:

Food ■ 156 or 74% of the 210 food brokers in Texas.
63% (1,004) of the 1,600 chain operated food stores

Liquor ■ 31 of the 49 wholesale establishments. 10 of the remaining 18 are branches with headquarters in one or more of the Texas Group cities.
12 of the 16 chain liquor retailers operating 162 stores

Automotive ■ 38% of the wholesale motor vehicle dealers doing 86% of total Texas volume.
45% of the wholesale equipment outlets representing 69% of the volume.
56% of the wholesale tire dealers doing 82% of the volume.

Drugs ■ 25 of the 58 wholesale outlets representing 60% of the total Texas sales force.
All 12 agents of brokers employing 60 salesmen
17 of the 26 retail chain drug firms operating 85% of Texas stores

Trade Shows ■ 88% of all Texas Trade Shows with 98% of total state attendance

Transportation ■ 93% of the airline flights into, out of, or within Texas originate, serve or terminate at one of the Texas Group cities
7 of the 8 major bus lines serve Texas Group cities, and the remaining line has co-operative thru-bus service to a Texas Group city.
87% of the passenger trains originate in, or have major make-up stops or connections in the Texas Group cities

Banking ■ 993 of the 1,009 Texas banks with total deposits of $12 Billion

880,000 DAILY CIRCULATION INFLUENCES 6,400,000 PEOPLE IN 152 COUNTIES

One Order – One Rate – One Representative / Up to 23% in Discounts

The TEXAS GROUP

nationally represented by The Branham Company

■ BEAUMONT ENTERPRISE AND JOURNAL
■ DALLAS TIMES HERALD
■ FORT WORTH STAR-TELEGRAM
■ HOUSTON CHRONICLE
■ SAN ANTONIO EXPRESS AND NEWS

Coming Conventions

(Listed Alphabetically)

Advertising Federation of America, 3rd district, Jack Tar Hotel, Durham, N. C., Oct. 19-21; 2nd district, Hotel Hershey, Hershey, Pa., Nov. 10-12; 8th district, Hotel St. Paul, St. Paul, Minn., Nov. 24-25.

Agency Management Seminar, sponsored by Advertising Age, La Salle Hotel, Chicago, Oct. 30-31.

Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn., Oct. 16-17.

American Assn. of Advertising Agencies, western region meeting, Hotel del Coronado, California, Oct. 15-18, eastern region meeting, Biltmore Hotel, New York, Nov. 15-16.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Associated Business Publications, fall conference, Drake Hotel, Chicago, Oct. 18.

Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Virginia, Nov. 2-4.

Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago, Oct. 19-20.

Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York, Nov. 6-8.

Financial Public Relations Assn., 16th annual convention, American Hotel, Bal Harbour, Fla., Nov. 26-30.

Industrial Advertising Research Institute, second annual research forums, Plaza Hotel, New York, Oct. 18, and Sheraton-Blackstone Hotel, Chicago, Oct. 25.

Mutual Advertising Agency Network, management meeting, Palmer House, Chicago, Oct. 26-28.

National Assn. of Broadcasters, regional conferences: Hotel Utah, Salt Lake City, Oct. 18; Sheraton Palace, San Francisco, Oct. 20; Somerset Hotel, Boston, Nov. 10; Pittsburgh-Hilton Hotel, Pittsburgh, Nov. 13; Leamington Hotel, Minneapolis, Nov. 15; Robert Meyer Hotel, Jacksonville, Nov. 20.

National Assn. of Educational Broadcasters, annual convention, Willard Hotel, Washington, D. C., Oct. 23-26.

National Newspaper Promotion Assn., midwest regional meeting, Jack Tar Hotel, Lansing, Mich., Oct. 21-24.

Outdoor Advertising Assn. of America, annual meeting, Diplomat Hotel, Hollywood-By-The-Sea, Fla., Oct. 22-27.

Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago, Nov. 7-9.

Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit, Nov. 16-17.

Lennen & Newell Names 7

Lennen & Newell, New York, has named four art directors. They are Thomas Knitch, formerly a tv creative coordinator of Ted Bates & Co.; John Elliott, formerly in Ted Bates' art department; Charlotte Melville, a freelance artist; and Samuel Q. Weissman, formerly of Monroe Greenthal Co. The agency has also named three to its research department. Gabriel Berner, formerly a sales analyst with Pepsi-Cola Co., has joined the agency as a market research project director. Louis Schatz, formerly with Oxtoby-Smith, and Tony Siciliano, formerly with Benton & Bowles, have been named creative research project directors.

WTMT Option Obtained

Three executives of WTMT, Louisville radio station, have obtained an option to buy the station from Jefferson Broadcasting Co. They are Bernard Groven, general manager; Robert Campbell, business manager; and Richard Grundle, commercial manager. They have incorporated as CBM Inc. Purchase price is reportedly about $375,000.

Name Tyler Co-Chairman

William D. Tyler, exec vp of Benton & Bowles, has been named co-chairman of the committee for the improvement of advertising content, sponsored by the Assn. of National Advertisers and the American Assn. of Advertising Agencies. Edward G. Gerbic, vp of Heublein Inc., continues as a co-chairman.

Pleasanter than Usual Impression

"It is often possible to get people to relax their purse strings by getting them to relax themselves all over.

"One way to accomplish this is to make a pleasanter-than-usual impression.

"We believe people are so hungry for the unpretentious and unponderous, that sometimes the lighter the touch, the heavier the wallop.

"Furthermore, living as we are under the shadow of the atom bomb, everyone is hungry for a bit of fun—even in selling.

"But it must be fun with a place, a meaning, and a touch."

From a recent advertisement in Advertising Age *for Leo Burnett Co., Inc.*

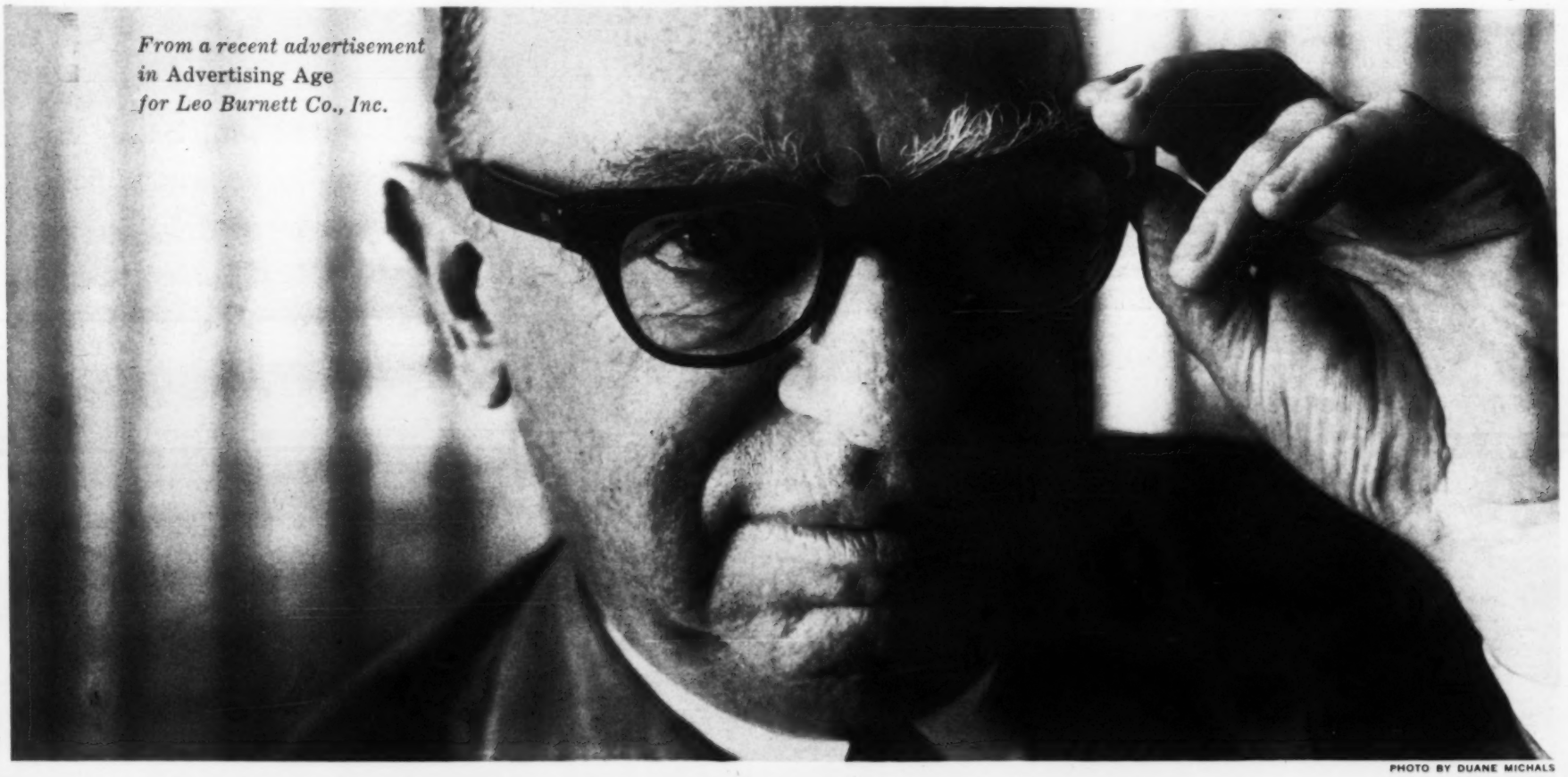


PHOTO BY DUANE MICHALS

SPORTS ILLUSTRATED is a newsmagazine, concentrating each week on the running story of today's energetic, purposeful living to which it strives to be attuned. If it is occasionally humorous, it is because it deals with an extension of the human spirit which most resembles play. (It has been said, aptly, that the four things men live by are love, work, play and prayer.) If it reveals overtones of morality, that is because sport is best conducted as life is best lived, under fixed and known rules of the game. But in sport these are far from pretentious or ponderous. Above all, its subject matter presumes excellence: admiring excellence, achieving excellence. It is written and illustrated by and for people to whom expert performance is the highest striving; to whom sport is a meaningful, joyous mode of expression.

Sports Illustrated

WHY FLY KITES?

As visionary as Ben Franklin are today's electronics engineers, sending up their thought-kites in intellectual thunderstorms. But only to a few is it given that they illumine the world with the lightning of their discoveries.

Yet the kite-flying must continue, and with each outstanding achievement in electronics, the Institute of Radio Engineers is quick to recognize its author.

In 1961 the *Founders Award*—reserved for rare occasions — has been bestowed on Ralph Bown for "outstanding contributions to the radio-engineering profession" and for having greatly increased the impact of electronics on public welfare.

In honoring Mr. Bown the IRE honors, too, its entire membership, that so often gives proof of its calibre and dedication. IRE's members are carrying on vital research throughout the world; each month their findings are published in *Proceedings*, so that they become a part of our national pool of knowledge. When you advertise in *Proceedings* your firm can proudly share in this worthy enterprise.

REMEMBERS THE MAN

Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36. MUrray Hill 2-6606

IN
PORTLAND
OREGON

they eye it

and Buy it

ON

KOIN·TV

KOIN-TV is Portland's *resultful* station because it reaches 7 of every 10 homes in a rich 33 county area, with highest ratings (see latest Nielsen).

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

Getting Personal

New Editions Dept.—Jennifer Lynn, who weighed in at 7 lbs., 13 oz. on Oct. 2, is the latest addition for **Emmett Curme,** AA associate editor in Chicago, and his wife Barbara. Jennifer has two brothers and three sisters . . .

It's a new daughter as well as a new title for **Milt Moskowitz,** former international editor of ADVERTISING AGE. On Oct. 3, the day after he joined Alfred Politz as a vp, his third child, first daughter, Abigail, was born . . . **John E. Lynge,** president of the Lynge Corp., New York, is a seventh-time father, with the birth of 9 lb., 4 oz. Stephanie Ruth, Sept. 24 . . .

Richard Munson, an account exec at Doherty, Clifford, Steers & Shenfield, won out over 1,000 admen who entered the "You Pick the Prize" contest, sponsored by the *Ladies' Home Journal*. He most

BATTLE READY—*Cocking his ear for the sound of distant trumpets is Al Iftiger, Fuller & Smith & Ross media buyer who was recently recalled to active duty with the Air Force. Here Al, in mufti, gets moral support from his uniformed colleagues at the agency's Los Angeles office.*

closely estimated the *Journal's* August newsstand sales, thereby winning the privilege of choosing his prize from its September ads. His (and his family's) choice: a Baldwin spinet piano . . .

Community minded: **Norman L. Cahners,** chairman of Cahners Publishing Co., has been appointed to the board of trustees of Opera Group Inc., Boston . . . **Victor A. Bennett,** president of his own New York agency, is serving as chairman of programming for the "Ball of the Oranges," northern New Jersey's major charity and social affair . . . Last year a Madison Ave. foursome used their professional talents to make the Mamaroneck, N. Y., Community Chest drive 98% successful. The result: They've been reappointed for this year's fund drive. The hard-working group: **Joe Dine** of CBS News (Community Chest president); **Ralph Froelich** of Grey Advertising (campaign chairman); **Herbert Bijur** of *McCall's* (first vp); **Robert S. Arbib** of D'Arcy Advertising (a director) . . .

Rosenthal Villaume Foote Donovan

HONORED—*Emerson Foote, president of McCann-Erickson, was honored recently for his contributions to advertising by an old alma mater, International Correspondence Schools. A special award was presented to Mr. Foote by John C. Villaume, president of ICS, while Mort Rosenthal, president of the Scranton, Pa., Advertising and Sales Club, and William M. Donovan, advertising director of the school and the club's promotion director, stand by.*

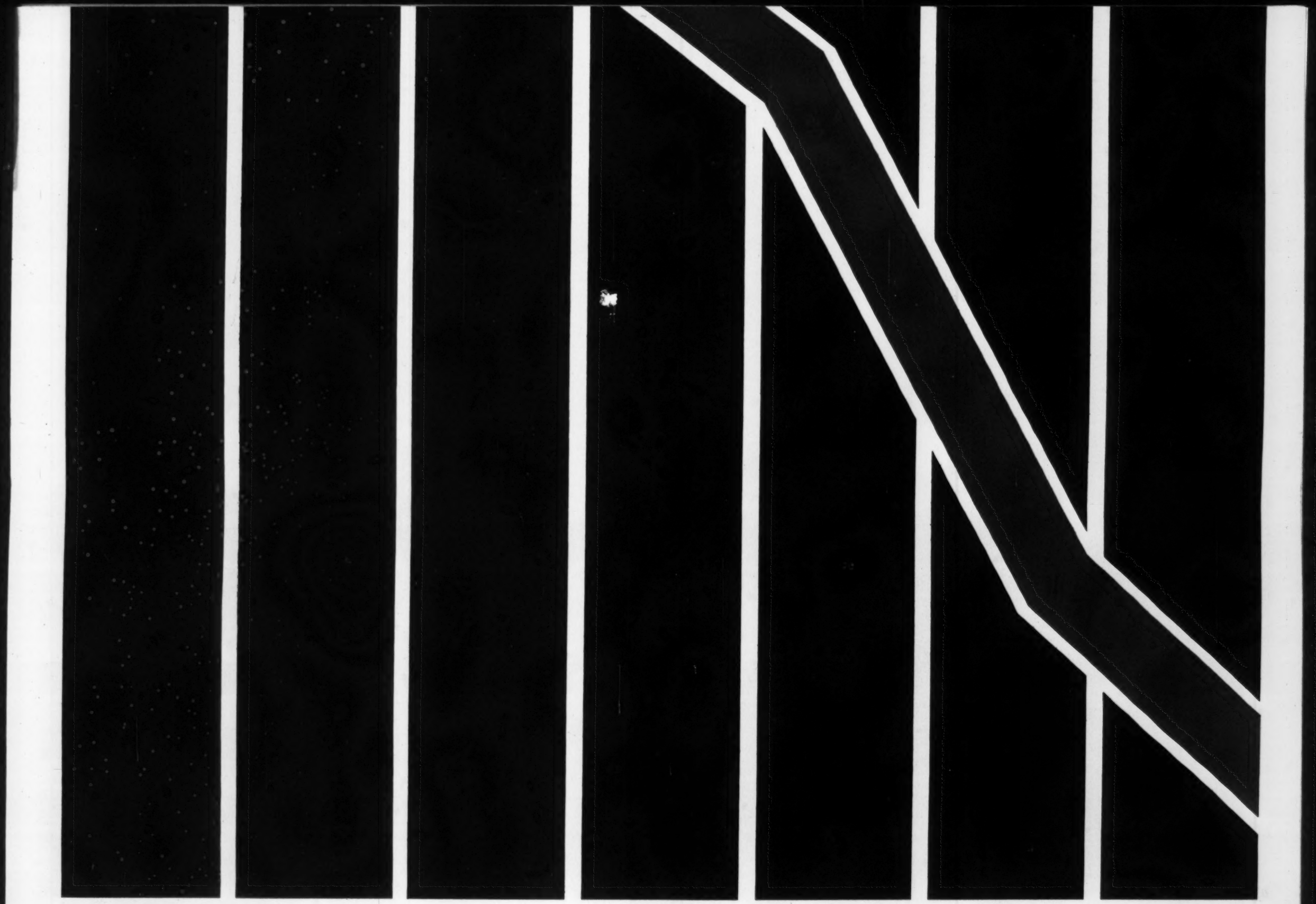
Bob Becker, art director with Earle Ludgin & Co., Chicago, is having his first fine art exhibit during October at the Old Orchard Bank & Trust in Skokie . . .

Bernard Kilgore, president of the *Wall Street Journal*, will receive the Colby College Elijah Parrish Lovejoy Award for 1961 in Waterville, Me., on Nov. 9 . . .

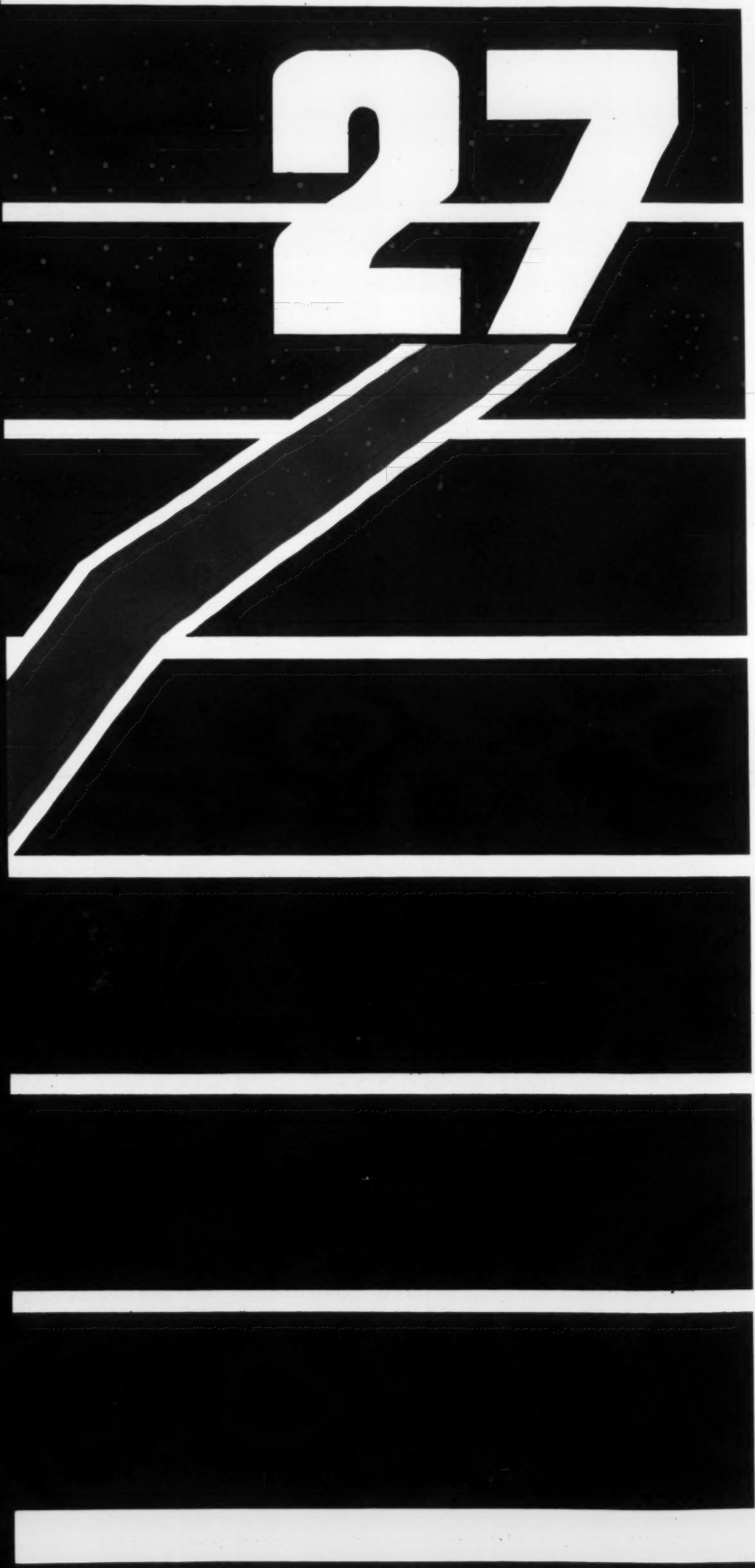
John F. Whalley, secretary-treasurer of Needham, Louis & Brorby Ltd., Toronto, is winner of the Canadian Assn. of Advertising Agencies 1961 golf championship. He took the crown from last year's winner, **Bruce W. McLean,** an NL&B account supervisor . . .

CALLED

Recommended... specified... approved... requisitioned. These are typical buying actions taken by industry's top buyers after consulting manufacturers' catalogs in Sweet's. These catalogs give buyers and specifiers the product facts they must have when buying needs arise. More than 80 buying-action studies in six basic industrial and construction markets document the buying activity a catalog in Sweet's can produce for your product. Your Sweet's District Manager will gladly review the results of these studies with you. Sweet's Catalog Service, Division of F. W. Dodge Corp., 119 West 40th St., New York, N. Y.



The Facts of Leadership: #2



In the first half of 1961, TIME's newsstand sales averaged 27% higher than last year... more than three times the gain of Newsweek, almost three times the gain of U.S. News. When busy people choose, they choose TIME. Important advertising belongs in TIME... America's Most Important Magazine.

TIME

SSCB Appoints Ballin

Robert Ballin, a vp in the Hollywood office of Sullivan, Stauffer, Colwell & Bayles, has been appointed head of that office. He succeeds Jack Van Nostrand, also a vp, who will continue to work for the agency as a consultant on its tv programs originating in Hollywood.

KTTV Promotes Hoffman

James Hoffman has been promoted from assistant national sales manager to director of merchandising and promotion for KTTV, Los Angeles. He succeeds Jack O'Mara, who has resigned to join Television Bureau of Advertising as director of the western division.

'Skipper' Names Two

Monroe B. Hall Jr., who joined *The Skipper*, Annapolis, last spring as advertising manager, has been appointed advertising director. John P. Walter, previously with LaFrance Industries, succeeds Mr. Hall.

Petersen Names Baker

Robert A. Baker, formerly with Independent News Co., has been appointed director of retail sales for Petersen Publishing Co., Los Angeles.

'Redbook' Appoints Hagerty

John J. Hagerty, previously with *Family Weekly*, has been named to the sales staff of *Redbook*, New York.

Baker Joins KITT as VP

Ray Baker has joined KITT, San Diego, as a vp. Mr. Baker was formerly general sales manager of KFSD, San Diego (now KOGO).

See, feel, and hear the difference!

TAKE OUR NEW SIMCA '5' SHOWDOWN DRIVE!

There are 5 big differences between the sensational new Simca '5' and other good economy cars. Differences so dramatic that people are buying Simca '5' in preference to cars costing hundreds of dollars more!

Hard to believe? Sure. But a 5-minute Showdown Drive will convince you. Come in and drive a new Simca '5' just 5 minutes over any route you choose. Then do it again in a Volkswagen and a Renault. The big differences in smoothness, quietness, comfort, safety and luxury will make you forget all your old ideas about economy cars before you've driven 5 miles!

So before you decide, see, feel, hear the difference in Simca. You'll marvel that so much car can cost so little!

SIMCA '5'

The economy car that charges ONLY on par

DEALER NAME
ADDRESS

SENSIBLE TEST—*Simca dealers will use ads like this 300-line newspaper co-op insertion inviting prospects to take the "showdown drive" to check Simca's "five big differences."*

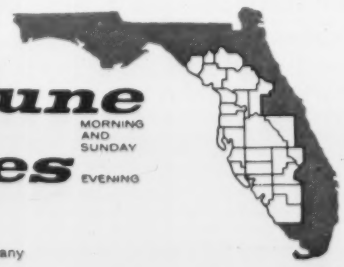
He's got all the AMMUNITION he needs!

And it's all in that keg. Tampa T'n T. The low-cost Tampa Tribune and Tampa Times combination. Look at this. This one buy gets you merchandisable* coverage in *18 Key West Coast and Central Florida cities* – including virtually 100% average daily household coverage of Tampa – Florida's second market! Plus 100% of Brooksville, Dade City, Lake Wales, Sebring, Wauchula and Winter Haven; 98% of Plant City; 91% of Avon Park; 80% of Bartow; 79% of Arcadia; 56% of Lakeland; 49% of Bradenton; 40% of Clearwater; 38% of Okeechobee; 37% of Ocala; 29% of Sarasota; 20% of Gainesville.

Tampa T'n T delivers 42% average daily household coverage of our total 25-county home delivery area! For more facts, write us or contact your nearest Sawyer-Ferguson-Walker office. **Tampa T'n T deserves a spot in your TOP SCHEDULES!**

**20% – 100% average daily household coverage. Households, 1960 U.S. Census. Circulation, ABC – 3/31/61. Market data from SM 1961 Survey of Buying Power.*

THE Tampa Tribune 'n Times — MORNING AND SUNDAY — EVENING



Represented Nationally by Sawyer-Ferguson-Walker Company

Simca Co-op Plan Aims to Increase Dealers' Promotion

DETROIT, Oct. 10—Chrysler has set up a cooperative advertising program aimed at increasing local level promotion by Simca dealers in the U. S.

Called an "advertising allowance program," the plan offers a dealer either 50% of his total advertising expenditure or $20 per unit shipped to him, whichever is less. Materials are provided free to the dealer by the Simca agency, Richard N. Meltzer Advertising, Detroit.

Nearly 40% of Simca's advertising budget for the '62 model year is tabbed for the dealer cooperative (AA, Oct. 2). The factory will support the dealer advertising with national magazine advertising in nine publications.

Here is the way the Simca plan works. Every Simca '5' ordered will accrue a $20 credit. (The new '5' model is the only Simca being imported this year by Chrysler Corp.)

■ The dealer schedules his own advertising, using either the Meltzer-prepared material or writing his own copy. To qualify for reimbursement, the advertising must be devoted exclusively to Simca and must be limited to newspapers, radio, tv or billboards, or any combination.

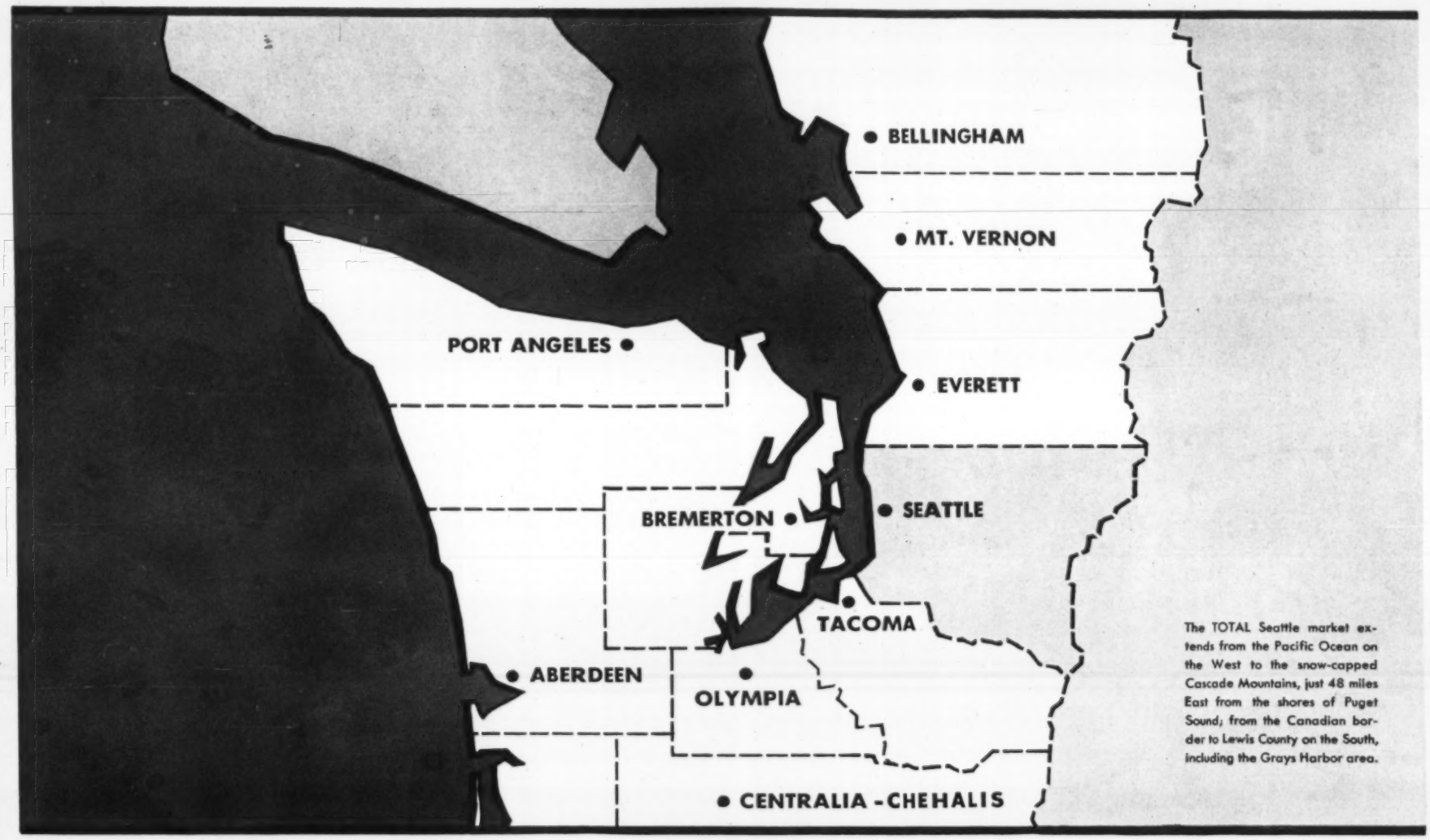
The dealer is paid when he submits proof of performance—tearsheets, broadcast affidavits, copy, contracts, invoices, etc.

Material available includes 60, 30 and 20-second radio and tv scripts; two 24-sheet posters; plus a wide selection of newspaper mats. #

Norge Distributes Dolls in International Promotion

Borg-Warner International Corp., Chicago, is distributing "Miss Norge" dolls in foreign markets as part of a Christmas promotion on behalf of its Norge division. Dealers and distributors have ordered more than 3,000 of the dolls, known as "Norgette" in Europe, the Middle East, Far East and Africa, and as "Norgita" in Latin America. The dolls, used as a sales stimulant, are designed for local tie-in promotions by the dealers in the various countries. Mayer, Klann, Linabury Advertising, Benton Harbor, Mich., developed the promotion.

Are you guilty of
HALF-WAY ADVERTISING
in the Seattle market?



The TOTAL Seattle market extends from the Pacific Ocean on the West to the snow-capped Cascade Mountains, just 48 miles East from the shores of Puget Sound; from the Canadian border to Lewis County on the South, including the Grays Harbor area.

IF YOU STOP your selling in the Seattle market at the King County line, then the Seattle newspapers alone do a complete coverage job.

But, if you sell throughout the TOTAL Seattle market (most items do) then the Seattle newspapers alone can't do the job. Only HALF the 1,864,000 people in the TOTAL Seattle market live in King County . . . nearly HALF the retail sales are made outside King County.

With TOTAL annual volume for the market of more than 2½ billion dollars, it doesn't make sense to blithely ignore half of it.

You CAN have both halves if you buy ONE Seattle newspaper and the nine LOCAL dailies in the market area. This buy gives you 71.6% penetration in the TOTAL market—massive penetration you can merchandise in every city, town and county.

This additional volume in the "outside" half can often make or break your venture into Seattle. With some items sales are far better in the non-metropolitan areas. The best way to get this "outside" business is full penetration in BOTH halves. Your Nelson Roberts man will gladly show you how—for only pennies more per line.

ONE ORDER

Nelson Roberts & Associates represents nearly all the daily newspapers in the TOTAL Seattle market outside King County. Eight of them may be covered with a single order. Even though two of the other newspapers are not now represented by Nelson Roberts & Associates, they can be handled on this basis as an accommodation to the advertiser or agency.

NELSON ROBERTS & ASSOCIATES, INC.

formerly WEST-HOLLIDAY CO., Inc.

Offices in:

- Seattle
- Portland
- San Francisco
- Los Angeles
- Chicago
- Detroit
- New York
- Denver

Representing daily newspapers throughout the Pacific Area including these marked* in the Total Seattle Market Area:

Bellingham Herald, Bellingham*
Skagit Valley Herald, Mt. Vernon*
Everett Daily Herald, Everett*
Port Angeles News, Port Angeles
Daily Olympian, Olympia
Aberdeen Daily World, Aberdeen*
The Daily-Chronicle, Centralia-Chehalis*
Bremerton Sun, Bremerton*

YOU NEED ALL OF GEORGIA, TOO!

You couldn't make coffee in this . . . any more than you can cover booming Georgia with *one* newspaper buy. So use Atlanta *and* the Georgia Group. Get effective coverage in areas containing 85% of the state's people, 87% of its spendable income. The Augusta, Columbus, Macon and Savannah papers serve 4 of Georgia's 5 primary markets—deliver the rich "missing half" with 1 order, 1 bill, 1 check. Your local Branham Man has all the details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Allan Scott Leaves MacLaren to Head New Ultravite Labs

TORONTO, Oct. 11—One of Canada's best-known and most successful young advertising men has resigned from MacLaren Advertising Co. Ltd., the country's largest agency, to go into business for himself.

He is Allan J. Scott, 37, formerly a vice-president of MacLaren, in charge of 70 of Canada's blue chip accounts.

He will become general manager and a principal stockholder in Ultravite Laboratories Ltd., Toronto, a new publicly owned company in the health and beauty aids field. MacLaren has not yet named a successor to Mr. Scott.

Toronto-born Allan Scott, a slim six-footer with a potent personality, expresses himself with exactness and relevance. But he also has a fine appreciation of the absurd

SUCCESS STORY—*This is the opening ad breaking in Sports Illustrated for Insurance Co. of North America, relating how the INA insurance man has enhanced his prestige at home by concentrating on North American package policies. Insurance trade journals will carry a four-page color ad during the eight-week campaign. N. W. Ayer & Son is the agency.*

—a combination of characteristics that helped propel him to top levels of the advertising business in 14 years.

■ He helped found Resdan Products, which produced a successful anti-dandruff remedy and was later sold to Whitehall Laboratories, a subsidiary of American Home Products, and was a founding director of E. P. Chester Ltd., which markets Angel Wear baby products.

Following service as a pilot in the RCAF, Mr. Scott was graduated from the University of Toronto and worked as a reporter for the *Toronto Daily Star*.

He joined the public relations department of MacLaren Advertising in 1947, later moving into account management. He was made a vice-president when he was 35.

When he resigned to join Ultravite, Mr. Scott was responsible for the advertising programs of many well-known advertisers, including the MacLaren segment of Lever Brothers, Dominion Stores and H. J. Heinz.

■ And he administered an account executive department with an annual salary budget of more than $500,000 (large for Canada).

Mr. Scott, who was a regular—and the last—60-minute center for the University of Toronto's senior football team, is an accomplished pianist and organist and a well-known writer of verse, parodies and skits.

Ultravite has head offices in Toronto, a full-staffed laboratory, and has given its account to MacLaren. "We have several products in the health and beauty field," Mr. Scott told ADVERTISING AGE, "and we believe we have sufficient product and marketing advantages to build a sizable business."

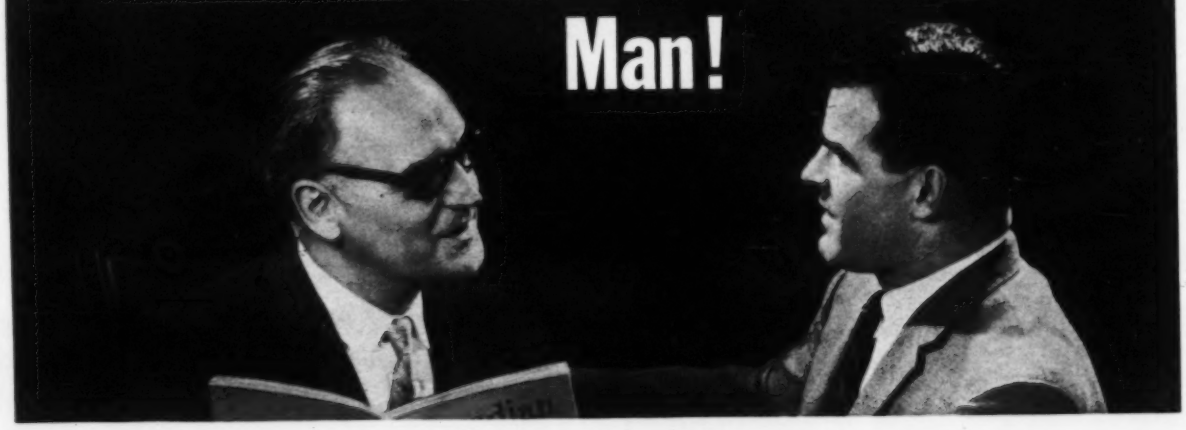
Most people who know Mr. Scott have no doubt that he will. #

Zenith Sets First Poster Push

Zenith Radio Corp., New York, has started its first subway poster campaign throughout the three New York subway systems. The campaign, which runs through March, 1962, is coordinated with the New York Zenith distributor's largest advertising program to date. The color posters, to be changed monthly to take advantage of seasonal selling trends, will reinforce the themes employed in Zenith's outdoor posters, newspaper ads in the *Journal-American*, *Post*, *Mirror*, *World-Telegram* and *Newsday* and the Westchester Group, spot radio campaigns on WQXR and WTFM and direct mail. Chalek & Dreyer is the agency.

BNA

TO SELL IN CANADA, START WITH THE RIGHT MAN—
A Canadian Business Publications Man!



The Canadian business press offers you the most direct and influential media for your sales message to Canadian businessmen, professional men, technical men. The Canadian business press is based in Canada, edited in Canada, and informs and influences Canadians in terms of their unique circumstances and requirements.

In Canada, the authority of these journals is unequalled by any other media; the directness and economy they offer is unapproachable. There is no waste circulation; all B.N.A. (Business Newspapers Association) members are required to sustain recognized audits.

Your advertising message, in a Canadian business publication, is seen in an environment that gives it strength. Check the business publications listing in the SRDS volume, Canadian Media Rates and Data, for the field *you* wish to reach, or Business Newspapers Association of Canada, 100 University Avenue, Toronto 1.

81-51R

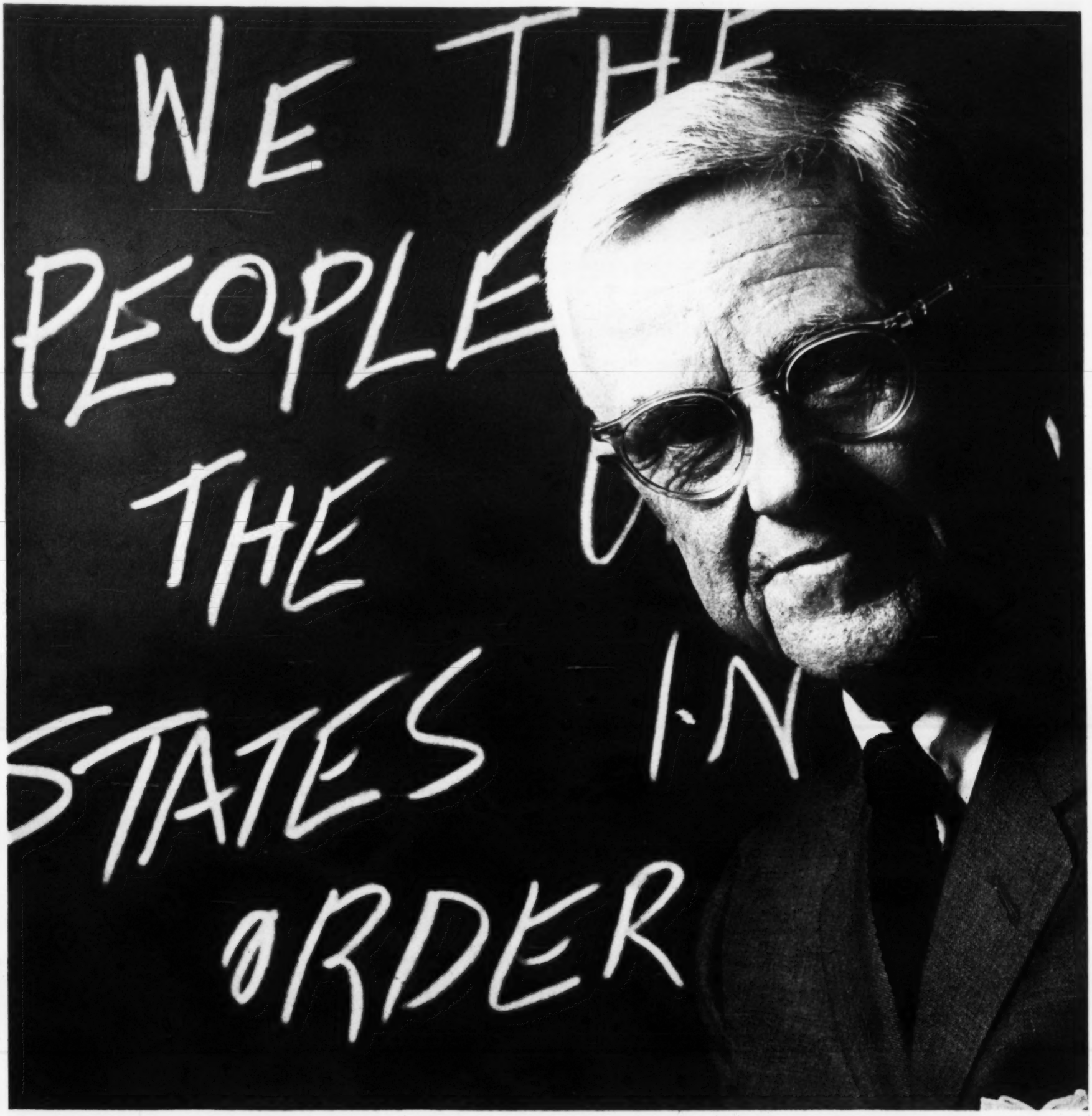
Look for this Maple Leaf in the SRDS listings

THE BEST CANADIAN BUSINESS PUBLICATIONS BEAR THIS EMBLEM

BNA

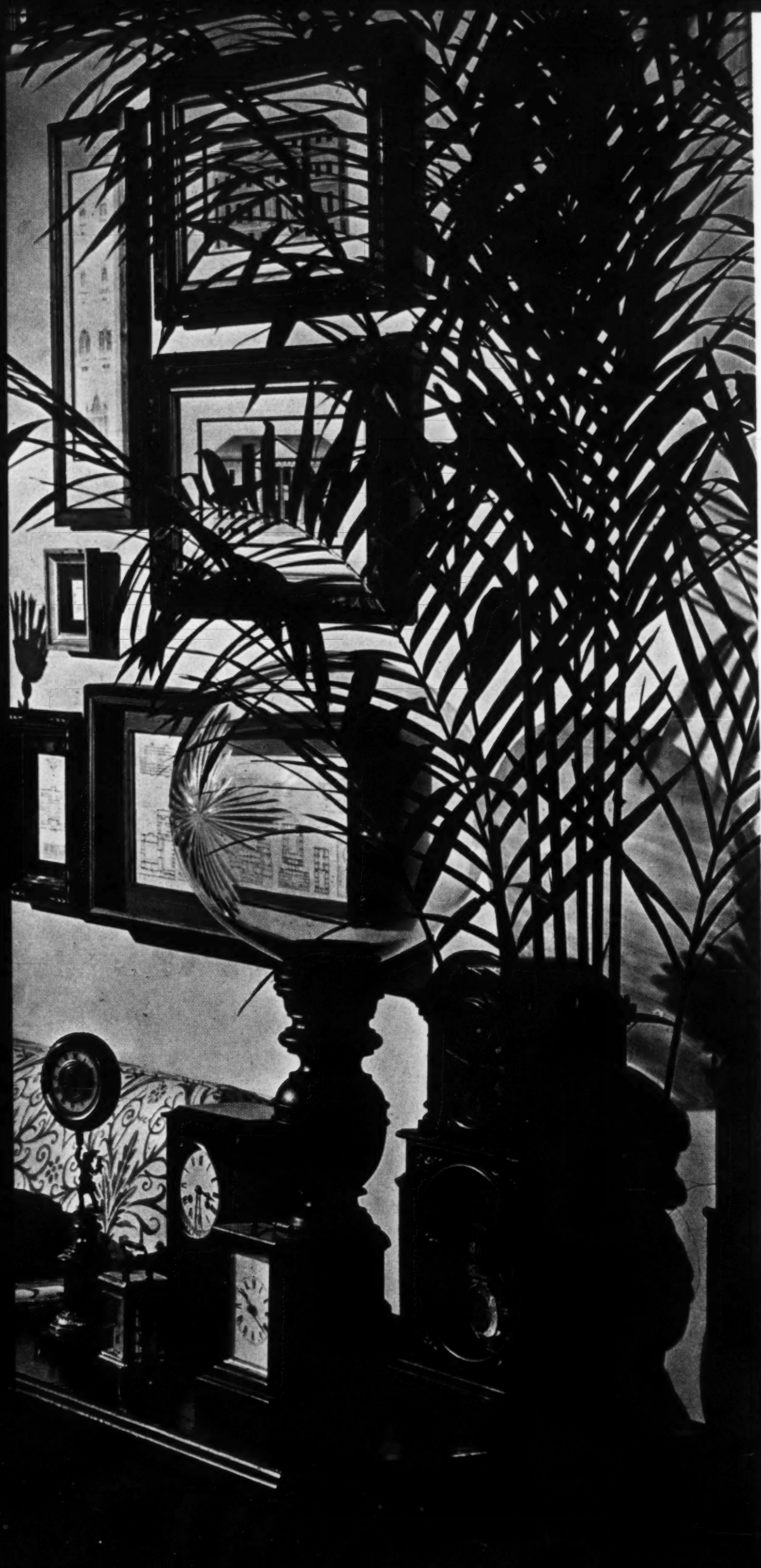
CANADIAN BUSINESS NEWSPAPERS

BRING BUSINESS NEWS TO BUSINESSMEN AND GET RESULTS FOR ADVERTISERS



School's open... and with it Continental Classroom has opened for its fourth year. Continuing the unique vehicle NBC established in 1958 — the first and only television educational series broadcast simultaneously across the country for college credit — Continental Classroom, presented in color, breaks new ground this season. Departing from its past concentration on scientific technology ("Atomic Age Physics," "Modern Chemistry," and "Contemporary Mathematics"), it turns to political science with a two-semester course on "The Structure and Function of American Government," a sprightly and searching examination of the organization, workings and stresses of a democratic political system. The teacher: a distinguished scholar of government, Dr. Peter N. Odegard of the University of California at Berkeley. A dramatically successful experiment in educational television, Continental Classroom fills a special niche in the roster of NBC programs, a roster which offers a broad range of informational services — from documentaries-in-depth on major issues and events to daily news reports; from "David Brinkley's Journal" and Frank McGee's "Here and Now" to "Update" and "1, 2, 3, Go"; from "Meet the Press" to "Chet Huntley Reporting" — and which enchants millions of families through week after week with the most diversified entertainment schedule available anywhere.

It happens on NBC



The most exciting thing that's ever happened to home service magazines. Now more pages of home service (decorating, building, gardening and food) than any other mass magazine.

Photo from American Home

AMERICAN HOME

Circulation: 3,750,000 families

Barney Ross Joins Bennett

Barney Ross, former welterweight and lightweight boxing champion, has joined Bennett Public Relations, New York, as a senior associate. Mr. Ross will retain his post as director of special services with *Armed Forces News Magazine*.

Albert Frank Adds Account

Albert Frank-Guenther Law, San Francisco, has been appointed to handle advertising for Varner-Ward Leasing Co., San Francisco, a new advertisier.

PUBLISHER'S REPRESENTATIVES

NEW YORK
551 5TH AVE., N. Y. 17
MU 2-5253
CHICAGO
6 NO. MICHIGAN AVE.
ST 2-8976

WALTER E. BARBER CO., INC.

Research Must Test Buyer's Attitude, Not Make Him Copy Expert, Queen Tells AMA

NEW YORK, Oct. 10—A former research head of Mogul Williams & Saylor advocated an advertising research framework which would measure a consumer's "over-all buying attitude" instead of treating him as a "copy expert."

Speaking at a meeting of the American Marketing Assn., Dr. Harvey Queen, now president of the Queen Applied Psychology Co., cited two "fallacies" which he said make current research techniques inadequate.

First, he said, there is little connection between seeing an ad and buying a product. "It is not a terribly difficult matter to attract attention, but it is quite another thing to combine this with effective persuasion," he explained.

The second fallacy is the belief that researchers can get a real picture of the way a person feels about an ad through direct questioning. "The motion that human beings usually behave rationally no longer has many adherents among social scientists," Dr. Queen said, "yet most people like to think that they always behave rationally and they are quite anxious to have others think they do.

■ "When a consumer is asked directly for his reaction to an ad, his psychological defenses are brought into play," Dr. Queen continued. "He suddenly becomes a very rational human being and his responses are at least partially determined by how he wishes to appear to the interviewer—intelligent, rational, not readily suggestible. It is apparent that diagnostic copy-testing as it is currently being practiced depends a great deal on data of this kind."

Dr. Queen suggested that researchers must consider advertising as part of man's learning experience. He said such an approach would view an ad as "one of a number of environmental signs or cues—stimuli if you will—that 'guide' the consumer in his buying behavior."

The total response to an ad, he said, would not be measured in terms of copy or layout, but in terms of "an increased favorable attitude" toward the product, resulting in an immediate purchase or "requiring further reinforcement or heightened arousal of the particular drive state involved before it is translated into buying action."

■ Under such an arrangement, Dr. Queen said, "we can understand how in certain cases sufficient learning to produce action takes place with but one exposure to a single ad—Mr. Reeves to the contrary notwithstanding—while in others considerable repetition is required.

"We also can understand how the purchase of an advertised product that results in an unconfirmed expectancy (where the product does not live up to the promises made for it) reduces the learning effect of any future ad for that product and to some extent reduces the effect of all advertising."

Dr. Queen said a basic principle of this system is to avoid making the consumer a "copy expert" by asking for his opinion about an ad. Instead, the aim is to learn how the advertising stimulus has influenced a person's beliefs and expectations, and "restructured" his perceptions so that he responds more favorably than before exposure to the advertising. Thus, no questions are asked about the ad itself. #

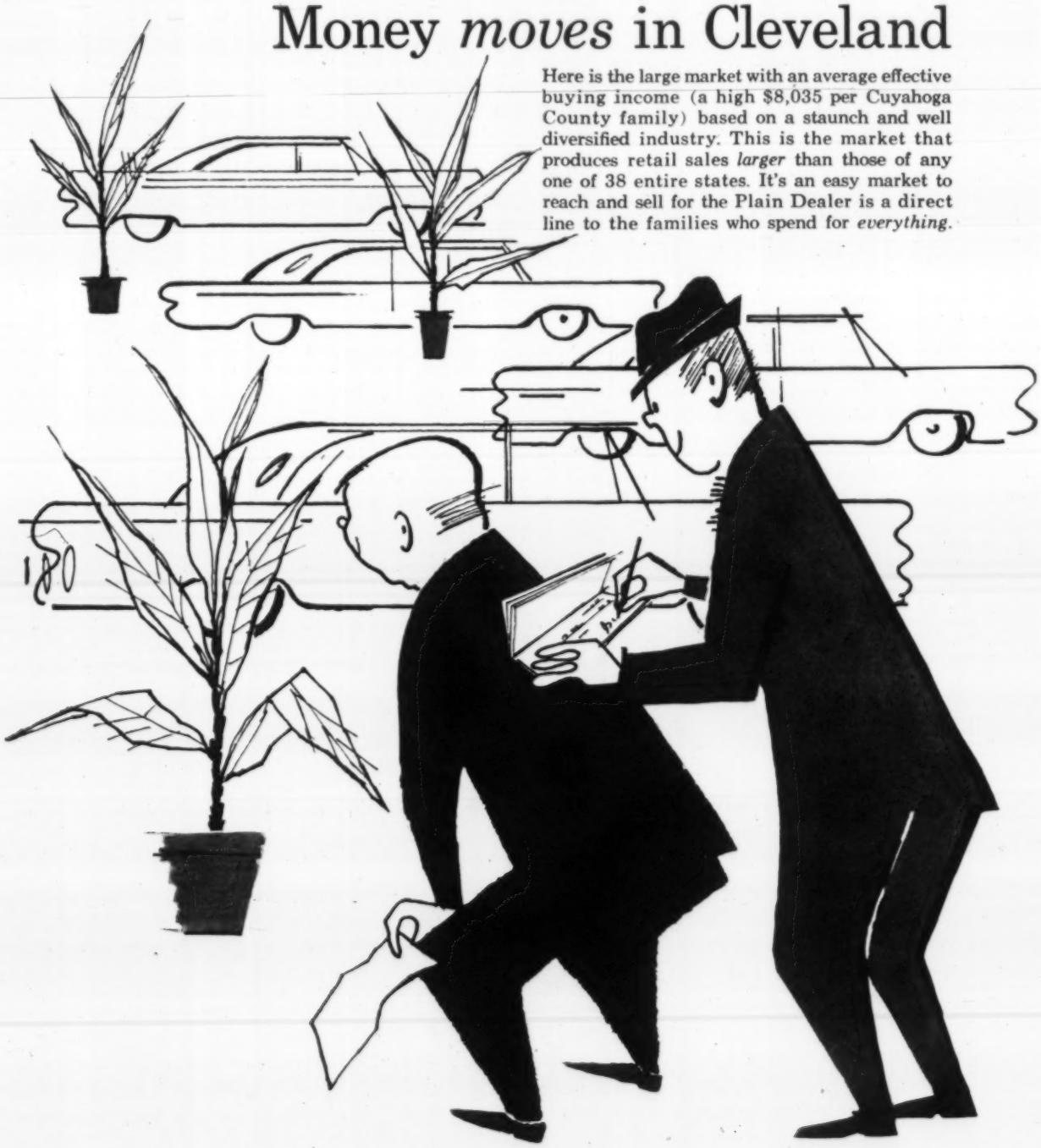
■ "Establishment of a cause-and-effect relationship between resultant buying attitudes and specific impressions conveyed by the ad allows for reliable prediction of future ad performance, for proper utilization of the test data in developing and refining campaign strategy," Dr. Queen explained. #

Progress Sets Push

Progress Mfg. Co., Philadelphia, manufacturer of residential lighting and related electrical products, has set its largest advertising campaign to date, with fall ads scheduled for *American Motel, Better Homes & Gardens Home Improvement Annual, Better Homes & Gardens Kitchen Ideas, Building Supply News, Contractors Electrical Equipment, Electricity in Building & Lighting, Hardware Age, Hardware Retailer, House Beautiful, House & Garden, House & Home, Interior Design, Kitchen Business,* and *Lighting*. Alfred Auerbach Associates, New York, is the agency.

Money *moves* in Cleveland

Here is the large market with an average effective buying income (a high $8,035 per Cuyahoga County family) based on a staunch and well diversified industry. This is the market that produces retail sales *larger* than those of any one of 38 entire states. It's an easy market to reach and sell for the Plain Dealer is a direct line to the families who spend for *everything*.



and PLAIN DEALER *families move most of it*

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Travel and Resort Representatives: The Corfield Co., 527 Lexington Avenue, New York 17, New York

IS YOUR SELLING STILL CHAINED TO AN OLD-FASHIONED WATCH-AND-WAIT?

Your advertising *can* accomplish more ... in *less* time ... starting right *now*.

Is old-fashioned advertising thinking causing an unnecessary drag on your selling speed?

You can get more done—faster—through The Wall Street Journal . . . because The Journal *gets* there first and gets *read* first.

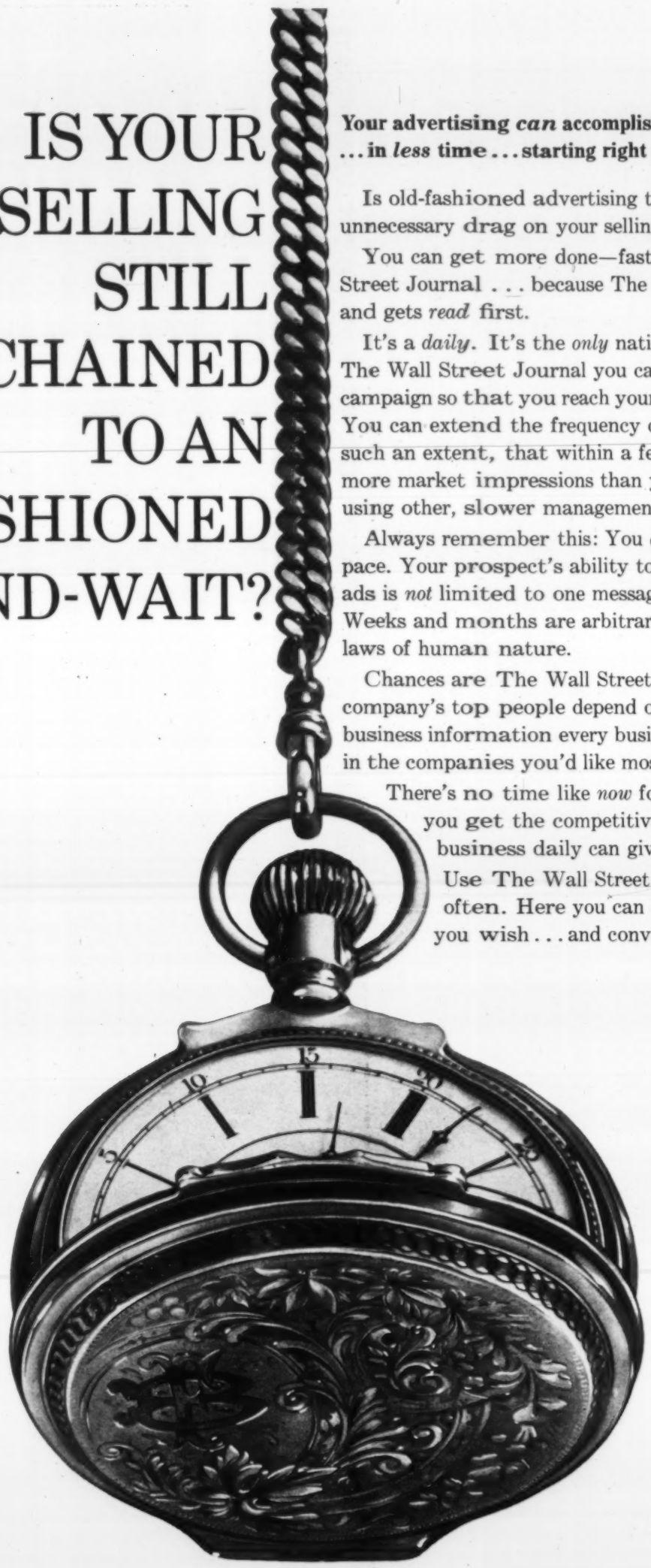
It's a *daily*. It's the *only* national business daily. With The Wall Street Journal you can telescope your ad campaign so that you reach your destination much sooner. You can extend the frequency of your advertising to such an extent, that within a few months you'd make more market impressions than you could get in years using other, slower management media.

Always remember this: You *can* set your own selling pace. Your prospect's ability to absorb a series of sales ads is *not* limited to one message per week or month. Weeks and months are arbitrary printing cycles, not laws of human nature.

Chances are The Wall Street Journal is what your company's top people depend on for their very latest business information every business day. The same is true in the companies you'd like most to be selling more.

There's no time like *now* for selling *if* you make sure you get the competitive edge that the only national business daily can give you.

Use The Wall Street Journal. Use it big. Use it often. Here you can advertise as *you* wish, *when* you wish . . . and convert your wishes into sales—*fast*.



Better results . . . faster . . . for less—the modern way:

THE WALL STREET JOURNAL **Published at:** New York, Washington, D. C. and Chicopee Falls, Mass. • Chicago and Cleveland • Dallas • San Francisco

. . . and big, new Riverside (Calif.) plant now under way.

WANT TO SELL FARMERS OVERSEAS?

Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | **WORLD FARMING**

1014 WYANDOTTE ST., KANSAS CITY 5, MO.

REAL BULL—*Pitney-Bowes Ltd., London, is using ads like these in publications like the Times, the Guardian and Scope's Factory & Office Service. Ads, featuring the "managing director," offer a brochure by writing to John Bull, a real person, and the director of sales for Pitney-Bowes. Only Mr. Bull's middle initial is fictitious; it changes to serve as a key to replies. S. C. Peacock Ltd. is the agency.*

"SELL US ON SUNDAY" says BUFFALO

303,666 FAMILIES IN THE BUFFALO MARKET BUY THE SUNDAY COURIER-EXPRESS . . .

. . . that's the largest circulation of any newspaper—daily or Sunday—in New York State outside metropolitan New York City. Western New York families look forward to Buffalo's ONLY Sunday newspaper for their week-end news, and their favorite features (color comics, Sunday Pictorial, Parade, American Weekly, plus a host of other popular editorial features of real local interest.) In fact, these readers spend over three million dollars annually for the Sunday Courier-Express.

Knowing this, businessmen place the equivalent of 85 pages of advertising in the Courier-Express on a typical Sunday. Take your cue from the advertisers who know the market best . . . schedule the Sunday Courier-Express and the Morning Courier-Express to reach the families of Western New York when they *want* to be sold!

Courier BUFFALO EXPRESS
WESTERN NEW YORK'S GREATEST NEWSPAPER

ROP COLOR 7 DAYS

Represented Nationally By:
Newspaper Marketing Associates
New York
Chicago
Philadelphia
Detroit
Los Angeles
San Francisco

R. O. P. Color Linage Surpasses 1960 in First Eight Months

NEW YORK, Oct. 10—R.o.p. color advertising in newspapers for the first eight months of 1961 is 8,400,000 lines ahead of the total for the same period last year. Total linage through August, 1961, was put at 11,620,467 by the "Hoe R.O.P. Color Report," prepared by Media Records.

August alone, with 15,008,016 lines, was 14.4% better than the same month in 1960.

Meanwhile, b&w newspaper advertising in August showed the first monthly gain of the year. Linage for the eight months was 3.2 billion. #

Lapham Named Ad Director of Conde Nast Publications

Robert J. Lapham has been appointed advertising director of Conde Nast Publications, New York, in what the company termed "part of a reorganization and realignment of duties in the corporate advertising picture." The post had not been filled in recent years. Mr. Lapham previously was West Coast manager of *Vogue;* he was transferred to New York last May as assistant to Perry Ruston, vp and general manager.

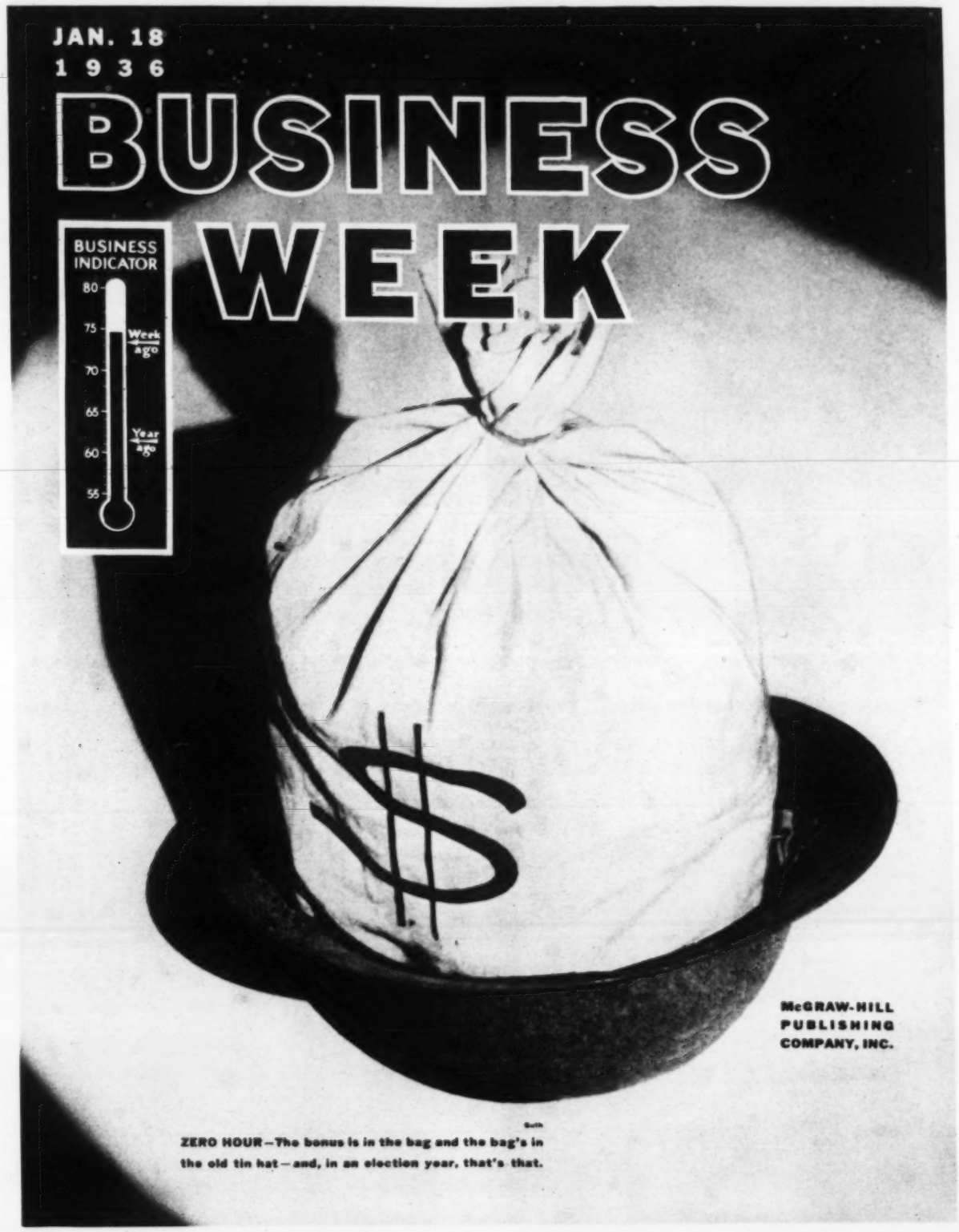
Robert J. Lapham

Publicker Expands Drive

Publicker Distiller Products, Philadelphia, has added 25 radio stations to its Old Hickory bourbon schedule in the past six weeks, bringing the total to about 56 (AA, Aug. 28). Each station is carrying from 10 to 20 spots per week, primarily 30s, after 9 p.m. Schedules for Publicker's White Label whisky on about 28 radio stations and for McCallum's scotch on two New York stations are continuing. Ellington & Co. is the agency for Old Hickory and McCallum's and Al Paul Lefton Co. handles White Label.

Grubinger Promoted

Eric W. Grubinger has been named to the newly created position of manager of sales promotion for the electronic data processing division of Minneapolis-Honeywell Regulator Co., Boston. The EDP's special service department, which has been under Mr. Grubinger's direction since 1960, has been merged with the new sales promotion department.



ZERO HOUR—The bonus is in the bag and the bag's in the old tin hat—and, in an election year, that's that.

Why not 1936?

In 1936, the leader in industrial and business advertising was *not* Business Week.

Some people just didn't know us well enough.

They didn't know that Business Week was the first magazine devoted to *all* the business news, dedicated to the interests of America's *management men*.

They didn't know Business Week virtually *selected* its audience. First through its editorial content—then by soliciting *paid* subscriptions only from the decision-makers of business and industry, and *turning down* almost all other subscription requests.

Some advertisers didn't know that Business Week was a comprehensive guide to management action—used in effecting policy, making decisions, and *buying merchandise*.

They didn't know that Business Week was the most efficient, effective way of reaching top management in the business community.

They must have found out. 1936 was the *last* year BW settled for second place. Every year since, business and industrial advertisers have chosen it over all other general, general-business, and news magazines. *That record has been unbroken for 25 years.*

There are differences today. The cover is different. The circulation is larger. The impact is greater. The effectiveness has had a generation of proof.

Today, most business advertisers know Business Week. And they know that it offers them *the greatest management readership per dollar of any publication in the field.*

Question: When should *you* tell your story to the most influential business audience in America?

Answer: Right now.

TRUE

is first

The readers of True—the world's largest man's magazine—will spend over $600,000,000 on vacation travel in 1962.

$1.00 in True will reach 77 men who spend over $200 annually for vacation travel—more than in Life, Look or Saturday Evening Post.

ASK YOUR ADVERTISING AGENCY WHAT TRUE CAN DO FOR YOU

A FAWCETT PUBLICATION

PHOTO REVIEW OF THE WEEK

Bond Yost Getlin

100 YEARS YOUNG—*Richard C. Bond, president of John Wanamaker, accepts plaque from Natt S. Getlin, advertising director of the Philadelphia Daily News, commemorating the store's 100th anniversary. Twenty-four silver dollars represent Wanamaker's total receipts on its first day of business in 1861. This amount was invested in newspaper advertising. Replica of the original ad appears in the center of the plaque. Frederick M. Yost, store vp and sales promotion manager, looks on.*

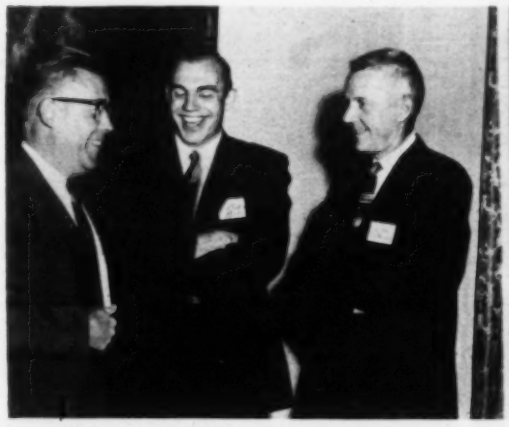
McElfresh Kimelman Levy

TOAST—*Arthur E. McElfresh of Mr. Boston Distiller Inc.; Henry L. Kimelman, commissioner of commerce for the Virgin Islands; and David J. Levy of Schenley Industries, toast the foundation of the Virgin Island Rum Council. The council will spend $500,000 on an advertising, public relations and market research program. McCann-Erickson is the agency.*

SANTA—*This illuminated colorful 5' Santa Claus will be offered to purchasers of Admiral appliances, tv receivers and stereo phonographs during the holiday season for $5.95.*

NEW OFFICERS—*Kenneth L. Newbury, Quincy Patriot Ledger, was elected president of the New England Newspapers Advertising Executives Assn. at the group's meeting in Boston. Other officers elected were Charles Miller, The News, Milford, Mass.; James H. Wilson, Stamford Advocate, vp; and Nelson A. Demers (not in picture), Middletown Press, treasurer. James F. Duggan, Springfield Newspapers, is outgoing president.*

Wilson Miller Newbury Duggan



Dilley Bolo Denler

Oleson Lange O'Doherty

Gibson Rector

Oldfield Lammiman Voss

AUTOMOTIVE RESEARCHERS—*Attending the Automotive Research Round Table at the Detroit Athletic Club to discuss "Research Techniques in the Changing Automotive Market" were R. J. Dilley, lamp division, General Electric; Robert T. Bolo, A. C. Spark Plug; John Denler, Allman Co.; Elmer Oleson, Automotive Service Industry Assn.; Homer Lange, DeVilbiss; Larry O'Doherty, Acme Quality Paints; Walt Gibson and Fred Rector, Fruehauf Trailer Co.; and, from the Dana Corp., Charles Oldfield, of the standard equipment division, Lew Lammiman, and Frank Voss. Three dozen executives from the East and Midwest attended the conference.*

Carpender Dougherty Morgan Jorgenson

Roth Henderson McLean Jacobs Cookerly

Wilson McLean Tillson Yates Carver Olsen Simpson

GOLFERS ALL—*The first annual Media Masters Tourney, sponsored by WBTV, Charlotte, N.C., and supervised by Golf Digest, attracts such golfers as the following to Seaview Country Club, Absecon, N.J.: John Carpender, Grey Advertising; Jack Dougherty, Ted Bates & Co.; Earl Morgan, D'Arcy Advertising; Wally Jorgenson, WBTV; Paul Roth, Benton & Bowles; David Henderson, Television Advertising Representatives; Sandy McLean, J. Walter Thompson Co.; Sinclair Jacobs, Daniel & Charles; Thomas Cookerly, WBTV. In the chow line after the links spree are Gary Wilson, Ogilvy, Benson & Mather; Mr. McLean; Tom Tillson and Douglas Yates, TvAR; Jack Carver, Lennen & Newell; Richard Olsen, Doherty, Clifford, Steers & Shenfield; and Hal Simpson, William Esty Co.*

SELLOUT

a message to advertising men who are also businessmen:

A 40% increase in price. That's what readers were asked to pay at the newsstand when October Good Housekeeping went on sale at 50¢. It is now a fact that this issue is an assured sellout, repeat *sellout.* Beating October 1960, '59, '58, etc. This is significant evidence of editorial quality and value. And proof of reader dedication and responsiveness. It is a testimonial to the sound publishing philosophy that maintains equitable advertising rates. A meaningful and timely message for advertising men who are also businessmen.

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Good Housekeeping

MAGAZINE AND INSTITUTE / A HEARST MAGAZINE

one! six! two!
THAT'S PORTLAND MAINE

Portland is number one in the U. S. among cities under 150,000 population; an ideal testing atmosphere for any product.

Portland is number six in the U. S. among ideal testing cities regardless of population; a fact due to a consistently stable economy.

Portland is number two of all testing cities in New England regardless of size; thus the ideal city in an ideal market area. (source: Sales Management)

100% coverage of city zone 94% coverage ABC retail trade zone

PORTLAND, MAINE NEWSPAPERS
PORTLAND PRESS HERALD ★ EVENING EXPRESS ★ SUNDAY TELEGRAM
represented by Julius Mathews Special Agency

JEWELER'S HOBBY—*This b&w page ad in the Oct. 28 New Yorker for F. J. Cooper Inc., Philadelphia jeweler, features third-generation Theodore Cooper and his clock collection. Harvey & Thomas is the agency.*

in the morning . . . in the evening . . . and on Sunday

Guaranteed LIVING ROOM COVERAGE
that TELLS and SELLS BEST in the MIDWEST!

Columbus, Ohio
TEST CITY, U.S.A.
in the center of a fertile
28-COUNTY TRADING AREA
served with a
607,761
CIRCULATION COVERAGE
by The Columbus Dispatch
and Citizen-Journal
A.B.C. Retail Trading Zone
Geographic Trading Zone

In Columbus and Central Ohio, this staff of 607,761 hard-hitting salesmen are guaranteed to be cordially invited into more homes than any other media . . . guaranteed to tell more people about your firm's products in the morning, in the evening and on Sunday! Plan ahead to a more consistent sales pattern in this busy billion dollar TEST CITY market . . . secure valuable "extra mileage" from every ad budget dollar . . . let the proven sales ability of The Columbus Dispatch and The Citizen-Journal go to work for your firm to increase your product sales . . . take advantage of our optional money-saving combination rates.

EVENING AND SUNDAY
THE COLUMBUS DISPATCH
MORNING
and THE CITIZEN-JOURNAL

Represented Nationally by
O'MARA & ORMSBEE, INC.
• New York • Chicago • Detroit • San Francisco • Los Angeles
Florida and Caribbean Area: HAL HERMAN ASSOCIATES, INC., Miami

Don't Tailor Shows to Own Tastes, Radio Advertisers Told

NEW YORK, Oct. 10—Successful advertisers don't tailor their radio programming to suit their own musical tastes, Arthur H. McCoy, exec vp of John Blair & Co., told the Advertising & Selling Alumni of the Advertising Club of New York.

"When you study the successful radio advertiser, you find his judgment of effective radio is not colored by his own musical tastes," the station representative executive said. "And he's completely impervious to the enthusiasms of his wife's cousins or the comments of his country-club friends.

"To be successful, the advertiser's product is designed to appeal to the great mass of middle-income consumers, the group that represents 77% of all expenditures for goods and services. Naturally, he wants his advertising to be heard on radio stations that know how to reach and influence this same volume-producing group," he continued.

■ Getting in a word for the kind of radio his company sells, Mr. McCoy said the elements that give radio its great selling power are:

• "Local interest programming which services listeners throughout a station's own area in a personal way no distant programs source can readily duplicate.

• "Local selling personalities, who speak the language of the area served by the station and endow the advertiser's message with the added strength of an implied personal endorsement." #

Macfadden Offers Bonds

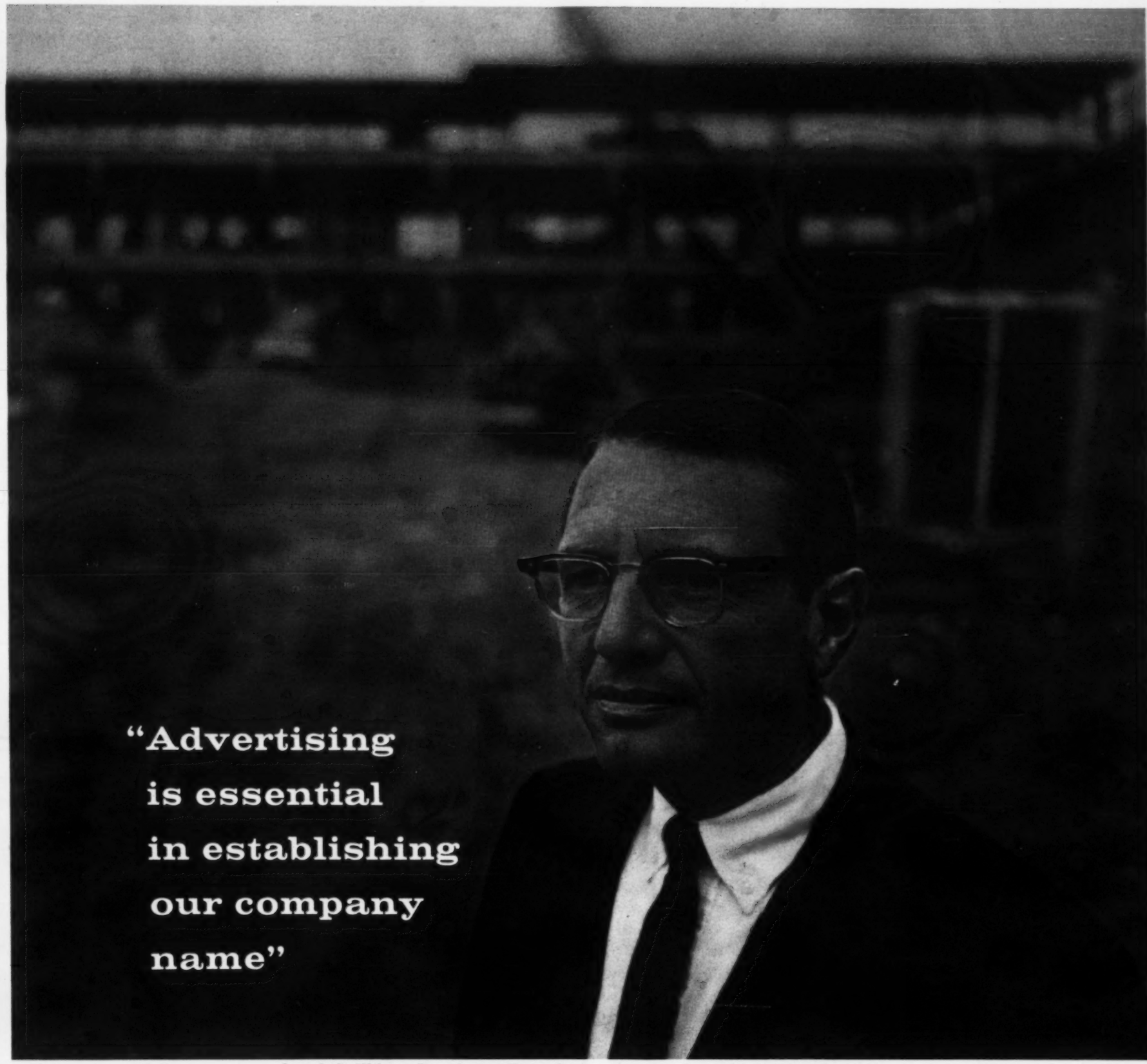
Macfadden Publications, New York, whose stock is listed on the American Stock Exchange, has registered with the Securities & Exchange Commission $5,300,000 worth of ten-year convertible subordinated debentures for a public offering through First Broad St. Corp. and Lieberbaum & Co., both in New York. Macfadden, Bartell Broadcasting and Process Lithographers recently merged into one communications setup.

Reynolds & Foster Formed

Reynolds & Foster, Boston, has been formed with Robert W. Reynolds as president and Gale P. Foster as vp. Until recently, both were with Sutherland-Abbott, Boston.

Adler to Smith/Greenland

Bill Adler, formerly with Kenyon & Eckhardt, has joined Smith/-Greenland Co., New York, as an account supervisor.



Joseph C. Wilson, President of Xerox Corporation, correlates advertising and growth.

"Not long ago we changed our company name to convey more accurately our primary area of interest. The fact that this change was necessary reflects our rapid growth in the field of graphic communications, a pattern which may have been different without the recognition our advertising helped us obtain. We find advertising in leading business publications the most effective way of communicating to the entire business community our achievements and changing product mix. It is essential in underscoring our new name in major markets."

McGraw-Hill
PUBLICATIONS

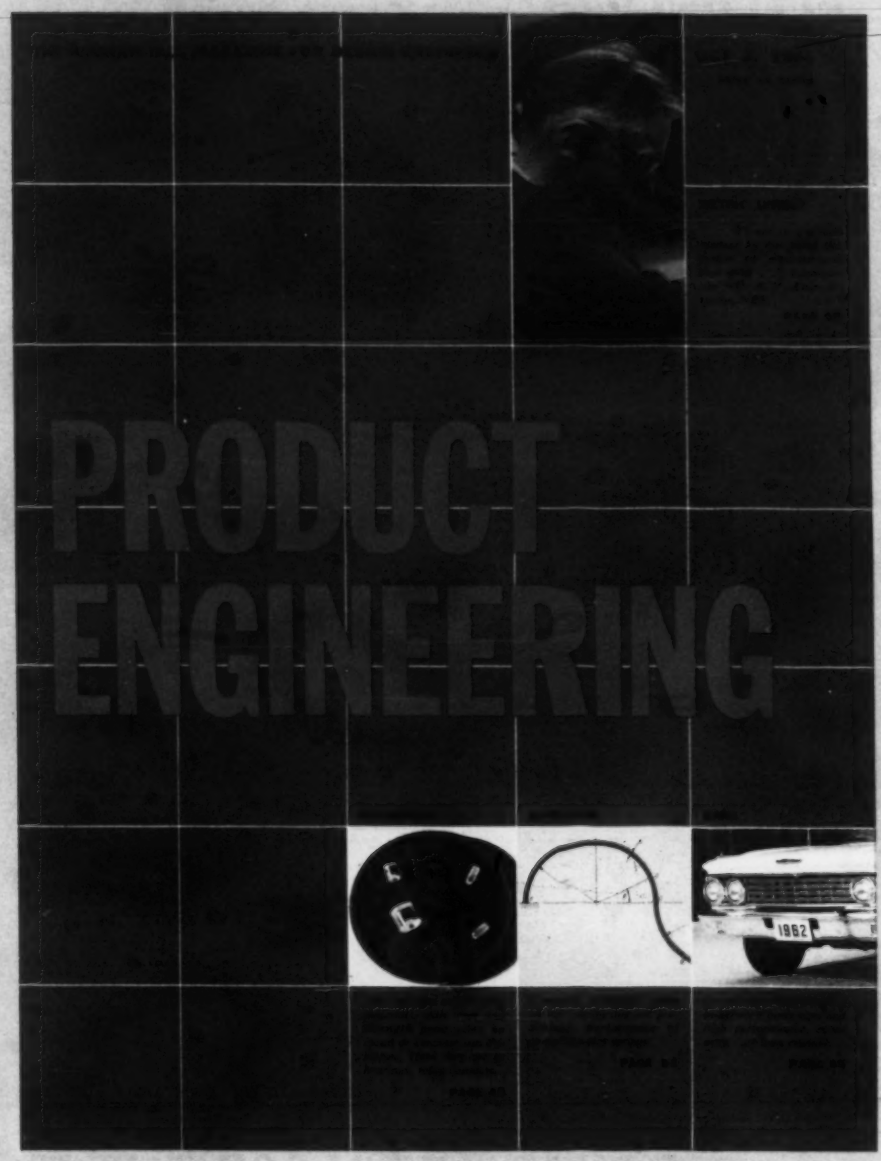
McGRAW-HILL PUBLISHING COMPANY, INC. • 330 WEST 42nd ST., NEW YORK 36, N.Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

New Design Idea: A Fiberglass Barrel

The Design

Product design engineering revolutionizes firearms with a completely new concept—the Winchester Model 59 automatic shotgun. Its magnificently balanced Win-Lite barrel of glass fibers is the strongest, yet lightest, barrel ever made. Weatherproof, cool-shooting, fast-pointing—it's the first barrel design breakthrough in 50 years—a prime example of new engineered products that create new markets.



The Design Engineer

Here is the man responsible for Winchester's pace-setting new Win-Lite fiberglass gun barrel, S. Kenneth Janson, Director of Arms Research and Development. He says, "The new design is a successful marriage of fiberglass and steel involving metallurgy, chemistry, physics and a good deal more. Most exciting of all—we have merely tapped the possibilities in this area for new product designs and improvements. The field is now wide open for further innovations from this breakthrough."

The Design Engineer's Magazine

Product design engineer S. Kenneth Janson is a regular subscriber to and reader of PRODUCT ENGINEERING. "I like the articles and I like the ads, too," he says. "It is crucial to my work to keep abreast of new ideas in design and in materials use. PRODUCT ENGINEERING does the best job of constantly informing me of what's new in product design engineering." 52,000 product engineers pay to read PRODUCT ENGINEERING. They design and engineer new products. They specify the materials and components for them. In 1961, $43 billion in materials and components will be specified for engineered products. To reach and influence this market, start at the starting point (the product engineer) in the starting place . . . PRODUCT ENGINEERING.

AUDITED PAID CIRCULATION ABC

EDITORIAL LEADERSHIP ABP

A McGRAW-HILL PUBLICATION

FDP food & drug PACKAGING

The only news magazine that reaches over 35,000 food and drug executives involved in packaging decisions accounting for 80% of total packaging purchases.

MAGAZINES FOR INDUSTRY, INC., publishers of Bottling Industry • Candy Industry and Confectioners Journal • Candy Industry Catalog and Formula Book • Food & Drug Packaging

New York 21 660 Madison Ave. PLaza 9-5245 Chicago 6 20 North Wacker Dr. Financial 6-7873
San Francisco 11 22 Battery St. YUkon 1-1299 Los Angeles 35 5478 Wilshire Blvd. WEbster 8-0111

Caligiuri Pfeiffer McMurran

SPICY BOOK—*The first cookbook ever issued by Spice Islands Co., San Francisco, will be published Oct. 20, with a price of $4.95 to Christmas, $6.50 after the holidays. Ads will appear in Bon Appetit, Gourmet, House Beautiful and The New Yorker. Looking over the book are Fred Caligiuri, vp and manager of operations, and John McMurran, advertising* manager of Spice Islands, and *George Pfeiffer, vp, Lane Book Co.*

Vending Machines' 1960 Sales Reach $2.58 Billion

CHICAGO, Oct. 10—That machine you buy coffee from does an average annual business of $2,350, which is up from last year's average of $2,109, the National Automatic Merchandising Assn. reported last week.

The vending machine industry's net profits before taxes rose slightly to a national average of 4.58% in 1960, a survey by Price Waterhouse & Co. revealed. The analysis is based on returns from 184 typical operating companies, a small fraction of the association membership of some 1,500 whose national gross sales reached $2,586,000 in 1960, up from $2,200,000 in 1959, (AA, Nov. 16, 1959).

The association noted that cigaret sales account for only 40% of vending machine sales in 1960, compared to 61% in 1952, while in that period hot cup beverages—primarily coffee—have risen from 4% to 19% of total sales. #

Sony Uses 17 Magazines

Sony Corp. of America, New York, will use 17 magazines before the Christmas buying season to promote its line of transistor radios and personal portable television sets. Supplementing the magazine campaign will be small and large space newspaper ads in eight cities, placed by the company's agency, Ellis Advertising, and giving dealer listings, Sony said. The company is also giving away National Football League schedules, which dealers are promoting with window streamers, displays and newspaper ads. Sony is sending dealers jumbo reprints of its trade advertising.

Warwick & Legler Names Two

Martin A. Devine has been named a vp and account executive by Warwick & Legler, New York. Prior to joining the agency this summer, Mr. Devine was a vp of Compton Advertising. W&L has also named Peter A. Krug a tv producer. Mr. Krug was formerly an account executive with Batten, Barton, Durstine & Osborn.

FOR THAT "LIVE" LOOK, TAPE IT...
on SCOTCH® BRAND Live-Action Video Tape!

"Real-life" *presence* is the new TV look achieved by today's commercials using "SCOTCH" BRAND Video Tape. Until now, the home-viewer's picture has been an ingenious compromise—an optical medium shown on an electronic screen.

Not so with tape! "SCOTCH" BRAND Video Tape offers complete compatibility of picture source and picture—both electronic—with a greatly expanded gray scale for gradual transitions from absolute black to absolute white. In addition, tape eliminates jitter, provides excellent sound quality and an "unlimited" number of special effects. It all adds up to cleaner, crisper originals of unsurpassed quality . . . with exceptional Video Tape duplicates and kines from master tapes.

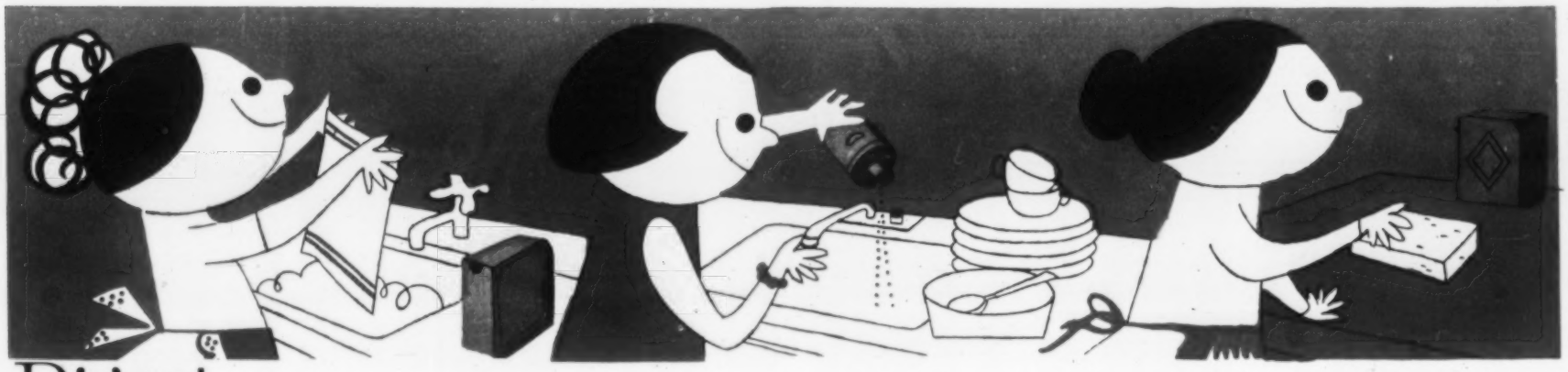
Tape has many advantages—for advertiser, agency, producer. Playback is immediate, serious goofs can be remedied at once by retakes. Special effects are made instantaneously . . . no lab work and waiting. Costs are competitive, savings gratifying.

Tape is easy to work with, no mystery . . . talented specialists are available to help you. *Prove it to yourself!* Send your next TV storyboard to your local tape producer for an estimate that will surprise you—at no cost or obligation.

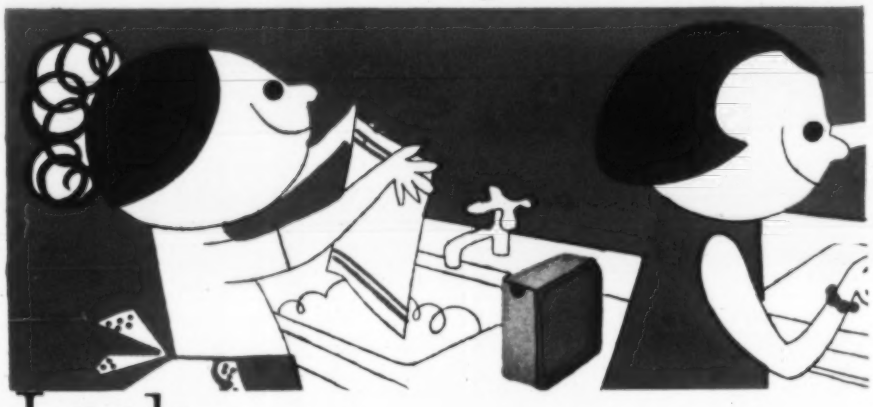
Write for the new brochure, "The Show is on Video Tape"—a case history of six commercial tapings. Enclose 25¢ to: 3M Co., Box 3500, St Paul 6, Minn.

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW



Digest
780 chances-to-sell per dollar



Look
378 chances-to-sell per dollar

Post
366 chances-to-sell per dollar

Life
310 chances-to-sell per dollar

...double your chances-to-sell detergents

—or any other household product—with every dollar you invest in the Digest

Every time an advertisement is seen, it has a *chance-to-sell*. And nationwide research by Alfred Politz* has measured these *chances-to-sell* to magazine readers who recently bought detergents or laundry soap:

In the Digest	33,925,000
In Look	16,592,000
In the Post	16,197,000
In Life	14,574,000

Chances-to-sell to these buyers *per dollar* invested in a 4-color page are illustrated at the left. As you can see, the Digest provides about twice the *chances-to-sell* of its nearest competitor . . . typical of the advantage you get advertising any type of product in Reader's Digest. Let this advantage work for you!

*Source: Alfred Politz Media Studies

People have faith in

Reader's Digest

One of an Advertising Agency's most effective tools

Sir Arthur Quiller-Couch, referring to writing in general, said,

"...whenever you feel an impulse to perpetuate a piece of exceptionally fine writing, obey it—wholeheartedly—and delete it before sending your manuscript to press. Murder your darlings."

from "*On the Art of Writing*", Capricorn Books
©G. P. Putnam's Sons, 1916
©Sir Arthur Quiller-Couch, 1943

This is one way of saying that the wastebasket is among an advertising agency's most effective tools.

A good advertising writer will be seldom wrong if in rereading his copy, he cuts out the passages which seemed so clever to him when he wrote them.

Sometimes our enthusiasms run away with us, and we have to fetch ourselves back from the Milky Way to Main Street, where the stores are.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Philip Morris Inc. • Motorola Inc. • The Parker Pen Company • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Jos. Schlitz Brewing Company • Star-Kist Foods, Inc. Sugar Information, Inc. • Sunkist Growers, Inc. • Swift & Company • Tea Council of the U. S. A., Inc. • Wallace Laboratories.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

Advertising Age

Drugs, Cosmetics Marketing

THE NATIONAL NEWSPAPER OF MARKETING

It's Hopping . . .

Ethical Field Gets Kefauver Hotfoot in '61

Booming Profits Suddenly Level Off; So Does Promotion

By Milt Moskowitz

NEW YORK, Oct. 10—What kind of year has it been for the ethical drug sector of the pharmaceutical industry?

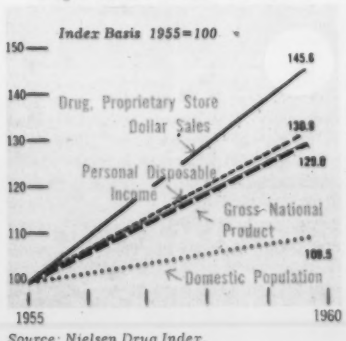
All things considered—pretty miserable.

1961 has been a year in which:

- The industry continued to spatter on the red-hot Kefauver griddle.
- The Senate subcommittee on antitrust and monopoly headed by Sen. Estes Kefauver (D., Tenn.) went into its second year of hearings on the drug industry—with no end in sight.
- A 374-page report submitted to the Senate by the subcommittee accused the industry of monopoly and profiteering.
- The Kefauver-Celler bill, designed to regulate the industry more closely and cut the life of a patent to three years, was introduced in Congress.
- The President of the United States, asked to comment on the situation, stated: "I will be looking with interest to Mr. Kefauver's efforts in this area because these prices are high."
- A cabinet member—Secretary of Health, Education & Welfare, Abraham Ribicoff—depicted hogs as better protected than people from the marketing of harmful drugs.
- Three top companies in the industry (Pfizer, American Cyanamid and Bristol)—*and* their chief executive officers—were indicted by the federal government for an alleged conspiracy to monopolize the antibiotic market and charge uniformly high prices.
- Pressure for the prescribing of drugs by generic instead of brand names continued to mount, with the government's anti-trust chief, Lee Loevinger, asking Congress to ban trademark registration of ethical drugs.
- The Food & Drug Administra-

(Continued on Page 64)

Drug Store Sales Growth Tops GNP, Other Indexes



Source: Nielsen Drug Index, Department of Commerce

What is Flair?

FLAIR FOR FASHION—*Yardley takes the fashion approach to launch its new fragrance, Flair, "born for the new clothes," in a color spread in October issues of magazines. The agency is Doyle Dane Bernbach.*

Kahn Sees New Breakthroughs in Proprietaries . .

Got a New Product (and You'd Better!)? Here's How to Launch It

Have Product Edge, Don't Copy, Agency Chairman Warns

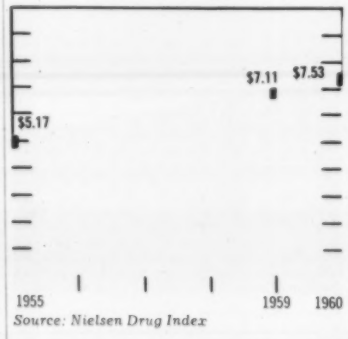
NEW YORK, Oct. 10—Horace Greeley's famed advice to young men seeking fame and fortune has been replaced by a new slogan in the drug business: "Get a new product."

About 40% of the new products in use today were unknown ten years ago, and five years from now, 70% of the health and beauty aid dollar volume will come from products not on the market today. Ban, Colonaid, Crest, Dristan, Metrecal and Rise are but a few names that have come from oblivion to a prominent share of market.

Using new profits as the carrot and fear of falling behind as the stick—management keeps one hand in the research laboratory, another in the packaging department and (with a nervous glance at competition) rushes out a veritable torrent of new products. Not many years ago, a drug or

(Continued on Page 80)

Drug, Proprietary Store Sales Shoot Up, 1955-60
(Billions of Dollars)



Source: Nielsen Drug Index

What's in a Name? Samoan Lingo in New Armour Drug

NEW YORK, Oct. 12—How do drug companies pick a name for the new product?

Armour Pharmaceutical Co. did it this way for a new agent developed for relief of tension and anxiety:

The company figured anything would be an improvement over the product's generic term—hydroxyphenemate. Mulling over names to improve upon this jawbreaker, an Armour strategist recalled a word used in the South Sea Islands of Samoa: Lustica in Samoan means "happy fellow." A little tinkering resulted in "Listica."

Listica, which allays tension without reducing acuity while working, reading or driving a car, is now being introduced to the medical profession. #

'Main Thing We're Selling Is Hope' . . .

Cosmetics Field Gets New Look, Makes Hay

Doubles Sales in Ten Years to $1.8 Billion as Wall St. Grabs Lure

By Phyllis Johnson

NEW YORK, Oct. 12—Cosmetics, until several years ago a cozy little industry run by intuitive, determined women, has transformed itself into Big Business.

Growing twice as fast as the national economy, this recession-proof industry has:

- More than doubled its sales in the past ten years.
- Chalked up retail sales, excluding toilet soaps, estimated at $1.8 billion in 1960, up more than 7% over the 1959 record.
- Promised to double sales again in the next ten years.

■ The magic combination seems to be simple: More money for research, more new products, more distribution, more advertising—and more customers with more money.

With the sweet scent of success, cosmetic companies are finding themselves suddenly courted by Wall St. Cosmetic stocks now have as much allure for investors as electronics and space stocks. The situation represents a complete shift in affections.

Less than five years ago, Wall St. hadn't a second glance for cosmetics. The top five cosmetic stocks were selling at only ten times earnings, while high-grade common stocks were priced at more than 14 times earnings.

Today the tables are turned. These same five top cosmetic stocks soared to 30 times their earnings this year—while the average for other high-grade common stocks was 18 to 1.

■ This has been no one-sided affair. The cosmetic companies, too, are getting keenly interested in Wall St. The first listing of a cosmetic company on the New York Stock Exchange was in 1911. In the next 45 years, 15 cosmetic companies went public. From 1956 until last year, no new companies were listed.

But since last year, a raft of companies have made the plunge, including Charles of the Ritz, Dorothy Lamour, Lanvin Perfumes, and most recently, Andrew Jergens. Two previously listed companies, Helene Curtis and Max Factor, moved onto the Big Board this year.

All this bigness is evidence of a deep change in the cosmetic business itself. It all started out with women—like Peggy Sage, Elizabeth Arden, Helena Rubinstein, Germaine Monteil, Estee Lauder, Dorothy Gray, Harriet Hubbard Ayer, Frances Denney, and Kathleen Mary Quinlan—who went into business with products of their own making. And with companies which they ran in their own highly individual, and often eccentric, fashion.

■ There were men in the business early, of course, but (except for notable exceptions like Charles of the Ritz and Max Factor) the males mainly handled such things as production and distribution. Product innovation and company *esprit* were personally dictated by the woman president. The lady was

(Continued on Next Page)

Postwar 'Wonder Drugs' Give Impetus . . .

Ethicals, Coming from Behind, Now Outsell Proprietaries 3-to-1

Prescription Items Now 28% of $7.2 Billion Drug Store Sales

WASHINGTON, Oct. 10—In the past 25 years there has been a dramatic shift in the proprietary-ethical balance of the pharmaceutical industry.

Prior to World War II, proprietary products—which are advertised to the consumer—outsold ethicals by at least 2-to-1. With the postwar development of the "wonder drugs" (penicillin, sulfas, antibiotics and tranquilizers), the ethical products—which are promoted to doctors only—quickly eclipsed the proprietaries, outselling them 2-to-1 and then 3-to-1.

According to *Drug Topics'* records, prescription product sales accounted for 11% of the $1.5 billion volume of retail drug stores in 1939. Today prescription products account for 27.9% of the $7.2 billion sales of drug outlets.

■ Figures developed by Wallace

(Continued on Page 68)

Household Purchases in Drug Stores

As Share of Income: 1960

	Average Household Buying Income	Average Household Drug Store Purchases	Share of Income
TOTAL U.S.	$6,252	$142	2.3%
New England	$6,930	$143	2.1
Metro New York	$7,731	$124	1.6
Middle Atlantic	$6,753	$140	2.1
East Central	$6,317	$145	2.3
Metro Chicago	$7,617	$183	2.4
West Central	$5,937	$142	2.4
Southeast	$5,104	$127	2.5
Southwest	$5,376	$143	2.7
Pacific	$6,304	$153	2.4

Includes drug, proprietary stores.
Source: Sales Management Survey of Buying Power, Nielsen Drug Index.

WHERE DRUGGIST THRIVES—*Southwest households spend 2.7% of income in drug stores, lead nation. New York, with 1.6% is lowest.*

The U.S. Market: States Where Drug Store

1. Drug Store Sales, 1958
2. Drug Store Sales Per Capita, 1958
3. Population, 1960
4. Personal Income (000 Omitted)

■ Drug Store Sales Per Capita 10% or More Above U. S. Average, 1958

U.S. drug store sales in 1958 averaged $39 per capita.

Source: Drug store sales and population—Census Bureau. Personal Income—Office of Business Economics, U. S. Department of Commerce.

Note: All drug store totals are for drug stores (including prescription sales) and proprietary stores (which sell proprietary pharmaceuticals and other products but not prescription pharmaceuticals).

Cosmetics Soar . . .

(Continued from Page 57)

the company.

But as these high priestesses of beauty retire from the front office, and as small cosmetic lines are bought by large companies, everything is going into reverse. Men are now holding down the top jobs formerly held by women—and women are now filling the secondary ones formerly relegated to men. This trend is even seen in stores, where more and more men are being named cosmetic buyers.

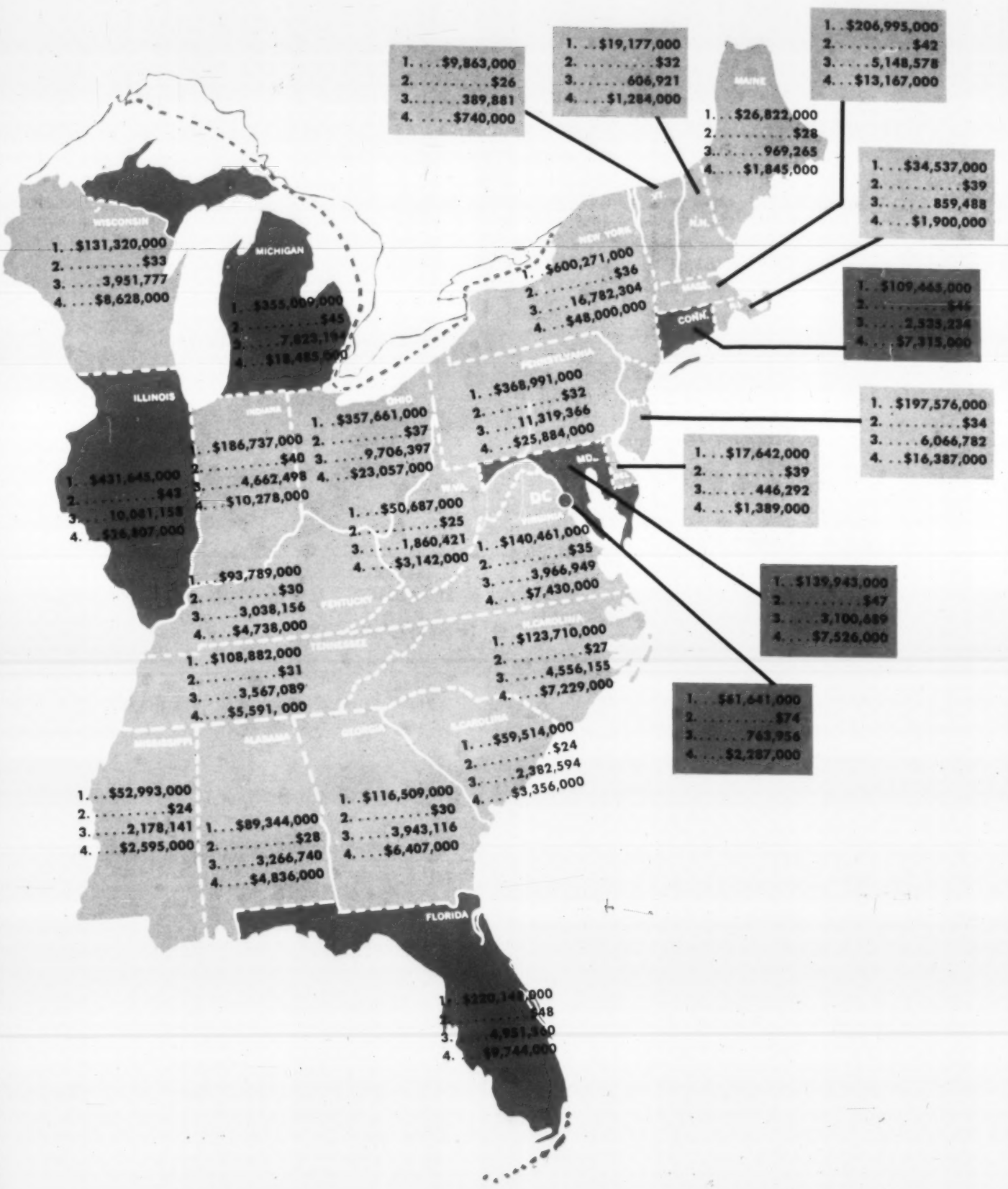
■ Despite the industry's sales successes, many people feel that much has been lost in achieving them. "You can't argue with success," one said, "but maybe they should be a lot more successful than they are. Just because women will snatch up any new beauty idea as soon as it is introduced doesn't mean the companies are as smart as they should be."

Many observers feel that the bigness of the companies and the trend towards masculine management are having some unfortunate results: The companies are getting out of touch with their customers; they're losing their adventuresome spirit, and are turning into a me-too industry. "The business isn't kooky enough any more," one observer said.

It's still an industry of paradoxes, as a comparison of the two top companies shows: The largest company in the field is one of the oldest, Avon Products, established in 1886, which sells through 125,000 door-to-door salespeople. With sales of $168,187,500 in 1960, it spent only about $4,250,000 on advertising—less than 3% of sales, a fantastically low percentage for an industry which usually spends between 15%-20% of sales on advertising. Avon, a quietly operated company, has been with the same advertising agency since 1936, and runs ads that are invariably well-mannered, with softly voiced claims.

In contrast, the second largest company is a comparative upstart in the field: Revlon Inc., which started in 1932 and now has wide distribution in drug and department stores. A flamboyant company, it has a president who always

Sales Are Highest Per Capita



refers to women as "broads," spends a whopping $24,000,000 (18% of its sales of $136,372,500) on advertising, has frequent shakeups of its agency roster, and runs sultry glamour-type ads promising wild love and adventure in a bottle of nail polish or a lipstick.

▪ With increasingly frenzied competition, the industry has worked itself into several costly dilemmas. Retail stores, like spoiled children, have been demanding more and more from the companies which, like indulgent parents, have given in to every demand. Today's companies often pay 100% of the co-op ads, and 100% of sales girls' salaries.

A demonstrator used to be a highly trained specialist whose arrival in a store was a major event, but now the companies will send around a demonstrator any old time to any old store—even the corner pharmacy, and maybe even the corner supermarket.

The companies are also on a give-away whirl where a customer, if she's wily and patient, can get all her cosmetics free just by accepting the offers that come in with her charge account statements. From one New York store alone last month, customers were offered free a lipstick, a bottle of bath oil and a compact.

Another dilemma is distribution. How to go mass and still stay class—that's the problem as the companies eye the temptations of the supermarket and the discount house. They aren't talking to the press about it, but several venerable names are beginning to show up at interesting prices at discount counters.

In more topsy-turvy distribution, Helene Curtis has entered door-to-door selling by purchasing Studio Girl-Hollywood Inc. Avon, however, denies as a "wicked rumor" the published report that it is trying out some products in grocery stores.

▪ With this frenetic invasion of each other's territory, and with each company trying to outdo the other in currying favor with stores, one agency president diagnosed the whole trouble this way: "The problem is that there is really no product. The only difference in the product begins in the packaging—and now it's getting so you can't even tell the packages apart. Line up all the lipsticks, and a woman wouldn't be able to pick out her own brand."

Said an account executive: "From the early days of the personalized approach to cosmetics, where each company went its own individual way, we've now grown into the me-too sameness of corporate business. We're now in the era of the General Cosmetics Corp. with cosmetics merchandised like detergents and cereals."

The companies get criticism from all sides for their constant copying of each other's products. "It's like a contagious disease. One company brings out a new product, and like chicken pox, it soon spreads through the whole industry. That fad dies down, and then another company brings out something else—and that new-product rash spreads over the industry," a cosmetic buyer said. "Hormone creams, deep skin cleansers, medicated acne kits, mascara-matics—they've all had their epidemics."

▪ The newest epidemic seems to be the drug-type creams—the "cosmeteceuticals"—which have a special medical ingredient. After two months of publicity and testing, Revlon this month unveiled its Eterna-27 which contains progentin, a hormone ingredient which it has licensed from CIBA Pharmaceuticals. The cream had to win approval from the Federal Drug Administration before it could be sold. In at least one introductory ad, it was guaranteed to make skin younger in 40 days.

▪ These new products are having a rough official reception, however. On Oct. 1, the Food & Drug Administration put out a consumer information booklet warning women to beware of claims of "mysterious miracle ingredients." And a few days later, the *Journal of the American Medical Assn.* carried an article warning that drugs used in cosmetics could be harmful. The stock market duly noted these opinions, and stocks of several

(Continued on Next Page)

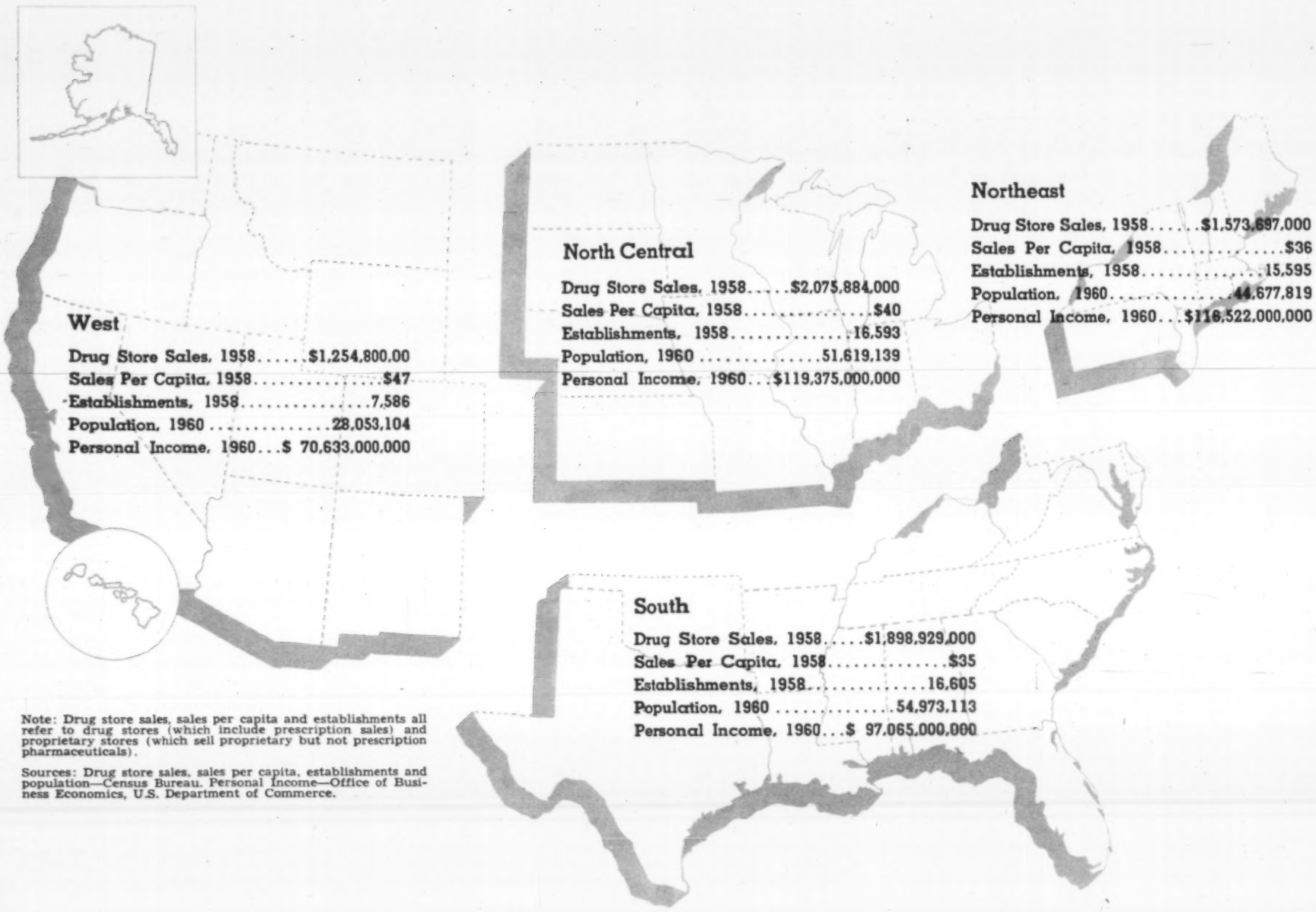
Civilian Purchases, 1960

Drugs, Cosmetics

Cosmetics, Toiletries (Makeup Preparations, Accessories)	$3,296,350,000
Lipsticks, Rouge	108,000,000
Powders, Cake Makeup	70,000,000
Deodorants, Depilatories	109,750,000
Hair Preparations (Tonics, Shampoos, Coloring Home Permanents)	517,200,000
Hand-Face Creams, Lotions	171,000,000
Perfumes, Toilet Waters	134,200,000
Shaving Products, Accessories	449,500,000
Toilet Soaps	257,850,000
Dentifrices, Mouth Wash	317,820,000
Prescription Drugs, Proprietaries, Health Aids	5,552,820,000
Cough, Cold Remedies	322,840,000
Headache Remedies	354,500,000
Indigestion Remedies	123,730,000
Laxatives	157,420,000
Vitamins, Tonics	400,000,000
Weight Aids	180,600,000
Total Drugs, Cosmetics, Toiletries—All Outlets	$8,519,170,000

Source: Drug Topics

Drug Store Sales, Population, Income by U.S. Regions



Note: Drug store sales, sales per capita and establishments all refer to drug stores (which include prescription sales) and proprietary stores (which sell proprietary but not prescription pharmaceuticals).

Sources: Drug store sales, sales per capita, establishments and population—Census Bureau. Personal Income—Office of Business Economics, U.S. Department of Commerce.

Cosmetics Soar . . .

(Continued from Page 59)

leading companies plummeted.

Helena Rubenstein's entry in this field is Ultra Feminine cream which contains the female hormones estrogen and progesterone. According to the current ad, it is "the only face cream that guarantees your skin must look younger in 30 days or your money back."

Lehn & Fink is also heralding a new skin cream which will remove wrinkles from the skin—not in 40 days, not in 30 days—but in two weeks. Unnamed so far, the cream won't be on sale until the first of the year.

If the cosmetic industry follows true to form, this is only the beginning of a new flood of miracle drug-type creams capitalizing on a woman's willingness to rub anything on her face—mud, royal jelly, turtle oil, shark oil—if there's a pretty promise attached.

"The main thing we're selling is hope," one ad manager said. Another termed it "packaged confidence." Some people in the industry feel that the lack of research in the past, combined with extravagant ad claims, have resulted in cynical customers who no longer believe the ads.

But most people have no such fears. "Women, even the most sophisticated, are still ready and eager to believe the next new claim, just in case it might be true," a copywriter said. Hope, if not beauty, is eternal in the cosmetic business.

"It's not the exaggerated claim that makes cynics out of customers, it's the ridiculous ad that does," one ex-cosmetic buyer said. "It's the tigress in the gold pants that does it. The ads that act like a woman is a streetwalker—or that she should be if she isn't. Those are the ads that turn women away more than the false claims." ≠

Helena Rubinstein's lipstick and lip-liner in one!
Amazing new Fashion Stick outlines and colors your lips in one application
Helena Rubinstein

SLIMSTICK—*Helena Rubinstein product innovation this fall is a long, skinny lipstick, promoted as a lipstick and lip-liner in one, via newspapers and spot tv. Ogilvy, Benson & Mather is the agency.*

Soltys Adds Two

Soltys Associates, Los Angeles, has been appointed agency for Digital Dynamics Inc. and Berlant Automonitor Corp., both Los Angeles.

Serve Supermarkets Seeking for High Margin Items

Rack Jobbers Handle 58% of Health, Beauty Aid Sales in Food Stores

They're Key Figure in $1.4 Billion Business Plum

By Rance Crain

NEW YORK, Oct. 13—Toiletry merchandising men—specialized rack jobbers who handle health and beauty aids—have emerged as the most productive means of entry to choice supermarket shelf space.

The rapidly expanding h&b specialty rang up $1.4 billion in food store sales last year, an 18.5% growth rate which once again outspaced every other department. The toiletry merchandising men handled 58% of this attractive new profit-maker.

The toiletry merchandiser stocks and services h&b items, fixtures and displays, on an exclusive basis in his territory, usually covering up to 350 stores. In addition to setting the amount of space and the number of items on his fixtures, he also pre-prices all his merchandise at fair trade minimum prices and guarantees its sale. About 28% of the h&b profits goes to the food store and the toiletry merchandiser keeps the rest, which averages about 7%.

■ This high 35% average markup is one reason for h&b's phenomenal growth (the next fastest rising department is another non-foods category, tobacco products, which registered a 5.9% increase in 1960). While the h&b section is the ninth biggest selling grocery store department, ahead of soaps and detergents, crackers and cookies and canned fruits and juices, it ranks first in gross profit per square foot, according to *Food Topics*.

By the very nature of their early operations, supermarkets reached a very low level of profits, in spite of an all-time high volume. To offset the narrow profits of the grocery items, supermarkets started prowling for high margin items with enough turnover to pay for their keep.

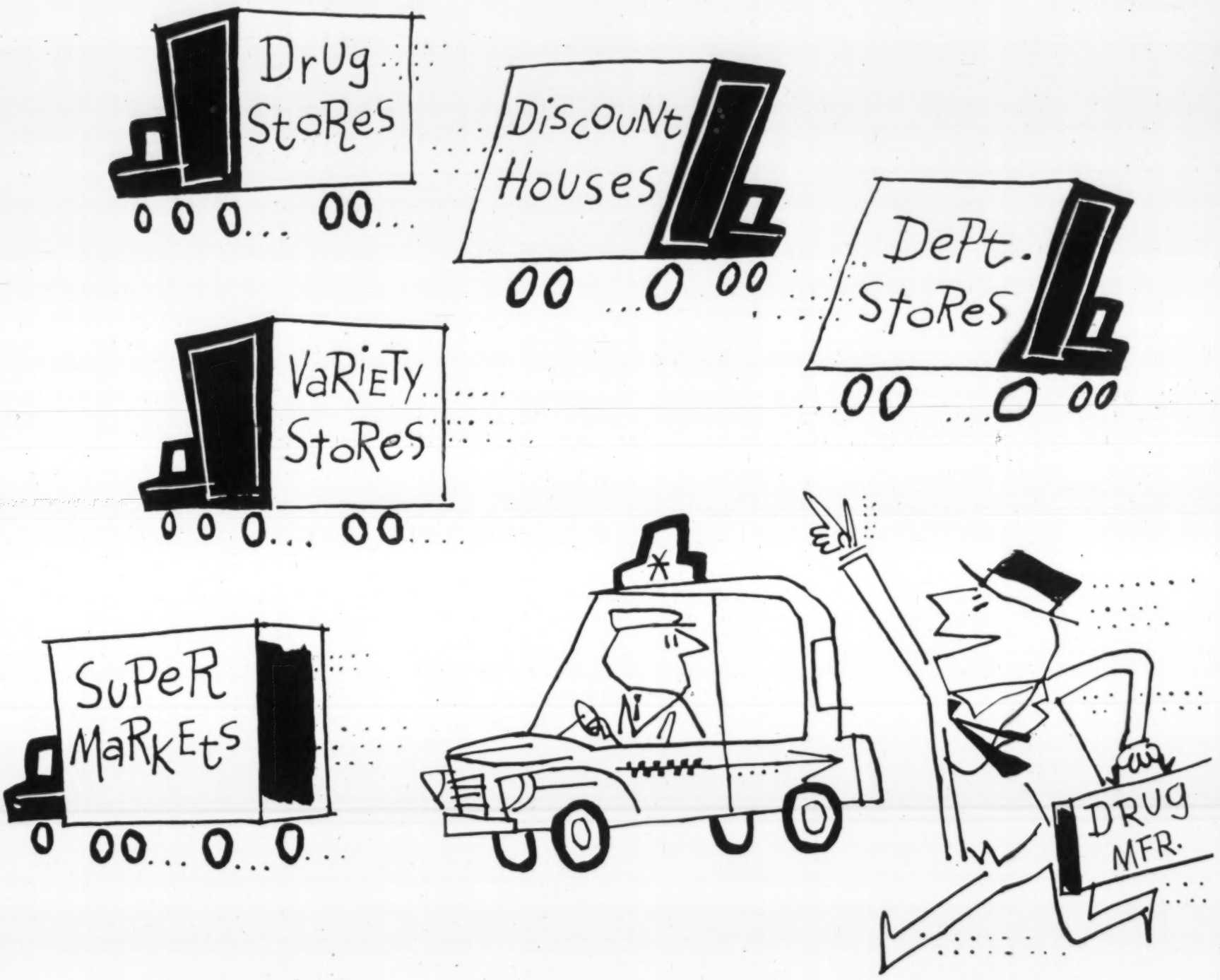
Health and beauty aids, with their high profits and high percentage of impulse purchases, were a good answer to the supermarkets' low profit blues. And the toiletry merchandiser, who offered to buy, warehouse and guarantee h&b products, and also save the supermarket the time and expense of stocking and pre-pricing the items, meshed nicely with this scheme.

The first health and beauty aids display appeared simultaneously in the Northeast and West Coast about 25 years ago. They were about 2' in length and held 30 items. Today, the average supermarket sports an h&b fixture about 20' or 25' long, stocking 450 items, from toothpastes (the biggest h&b seller) to reducing preparations (the fastest growing category). About half of all food stores are serviced by toiletry merchandisers, with about 90% of the independent supermarkets and 40% of the chains—traditional direct buyers—on the list.

■ Most toiletry merchandisers "only handle the champions," according to J. B. Brewer, executive director of the Toiletries Merchandising Assn. "We built our business by handling nationally advertised brands." He explained it would jeopardize the position of the association's 126 distributor-members if the h&b products didn't move fast, since the merchandiser has got to keep the store manager convinced he can provide more "current" and "sensitive" service than the grocery store itself.

Mr. Brewer told ADVERTISING AGE that private labels "are not and never have been" a big item. In a couple of cases, he added, private labels have become established because the consumer expects a low-

(Continued on Page 62)



"follow that market!"

In the Drug Industry, that's becoming increasingly difficult—new outlets for drug sales are mushrooming, new product lines are appearing in traditional drug stores, and methods and tactics of drug distribution are continually shifting.

To successfully follow today's new Drug Market—you need a new and expert guide.

"Drug News Weekly," new from Fairchild Publications this year, has been designed to keep pace with today's expanding Drug Industry.

TIMELINESS. As the industry's only weekly newspaper, "Drug News Weekly" is the fastest available source of news and ideas of all aspects of the retailing and wholesaling of drugs and kindred merchandise.

REACH. "Drug News Weekly" offers comprehensive coverage of your complete Drug Market, including all types of Drug Stores, and drug and cosmetic departments of Supermarkets, Discount Houses, Department and Variety Stores.

Fairchild Publications, the World's largest business news organization, has had great success reporting and interpreting news and merchandising trends in practically every other retail field you can think of. "Drug News Weekly" has the Fairchild "Big Difference is News," the best credentials a guide can have.

DRUG NEWS WEEKLY

A Fairchild Publication 7 East 12th Street, New York N.Y. AL 5-5252

43 per cent gain in beauty advertising*
70 per cent increase in beauty revenue*
the most eye-catching beauty issue that ever warmed a news dealer's heart...
That's what we call knowing

HOW TO STAND OUT IN A CROWD

The editorial distinction of Mademoiselle does it every time. Does it, as well, for every advertiser.

MADEMOISELLE

First Magazine for the Young Twenties / 420 Lexington Ave., New York 17, MU 9-5900

*Jan. through Oct., 1961 over 1960

Toilet Goods Sales by Outlets, 1950-'60

	Chain & Independent Drug Stores	Dept. & Specialty Stores	Food Stores	House to House	Ltd. Price Variety Stores	All Other Outlets
1950	37.0%	27.0%	6.1%	14.0%	11.0%	4.9%
1951	36.0	25.5	8.5	16.2	10.0	3.8
1952	34.5	22.0	14.0	17.5	8.5	3.5
1953	32.0	22.1	15.5	18.3	8.4	3.7
1954	30.2	22.5	17.1	19.4	7.5	3.3
1955	29.4	22.3	17.9	20.0	7.3	3.1
1956	29.3	21.6	19.1	19.6	7.2	3.2
1957	28.6	20.6	20.3	19.7	7.3	3.5
1958	27.1	19.2	22.3	20.0	7.9	3.5
1959	26.8	18.1	22.9	20.5	8.4	3.3
1960	26.2	17.5	23.5	20.9	8.8	3.1

Estimated by the Toilet Goods Assn.

FOOD STORES UP—*Food stores have boosted their share of U. S. toilet goods sales several times over since 1950, largely at expense of drug stores and department stores. Food stores had 23.5% of U. S. toilet goods sales in 1960, up from 6.1% in 1950.*

Rack Jobbers . . .

(Continued from Page 60)

er price, as in the case of headache remedies, or because the manufacturer wouldn't sell to grocery stores, as in the case of vitamins. Mr. Brewer estimated that private brands account for 5% or 6% of h&b sales.

He figures that about 30 or 40 new products reach the h&b shelves every year, with another 20 or 25 shoved off. The number of products that find their way onto the fixtures and stay there are growing every year as supermarkets realize substantial profits and margins from h&b items and subsequently allot this section more space, Mr. Brewer said.

Even so, the toiletry merchandisers test hundreds of new products a year, discarding most of them, through a series of test stores, ranked according to h&b volume. Some products that sell well in the low volume stores, such as hair preparations which appeal to the Negro market, wouldn't be expected to do well in the high volume stores. But if a product does well in the A stores, as the high volume outlets are called, it should do well in the others. However, Mr. Brewer said, home permanents sell well in the higher volume outlets but don't do so well in colored areas where there is no need for them.

■ In addition to the h&b fixtures, the toiletry merchandiser sets up and services supplemental displays, such as bins, shelf extenders and wire baskets, housing special cents-off and premium promotions. "We don't want regular merchandise at regular prices as an offshelf promotion," he explained. He said the displays must offer the consumer "some reason to buy."

Most toiletry merchandisers feel that cents-off deals, while a good traffic-builder, frequently fail to maintain their margin of profit, based on pennies of profit, not percentage. And they would rather not have manufacturers giving away, as a premium, items that would normally sell in other areas of the store. Mr. Brewer said that one toothpaste gave away an aluminum foil that was selling quite well in another department.

In general, Mr. Brewer said, "If it's a good deal, the supplemental displays sell out; if it's a bad one, we switch to the fixtures for the sell-out." At any rate, the displays are reserved for items that will give the merchandisers "plus" business.

■ Mr. Brewer said toiletry merchandisers "will take all the co-op advertising they can get." He said his members "want constantly to tell consumers these items are available at the local food stores." With toothpaste now selling 63% of total domestic consumption in food stores, and with headache remedies, shampoos and razor blades now doing half of their business or over in these outlets, toiletry merchandisers want every opportunity to tell customers that the drug store is not the only place where they can buy these items.

The number of facings a product gets depends entirely on sales, Mr. Brewer explained. If one product outsells another one three to one, it will get three times as many facings. The ratio is deter-

(Continued on Page 64)

WAVE-TV viewers buy
28.8% more AUTOMOBILES
—and 28.8% more tires, batteries, anti-freeze and supplies, of course!

WAVE TV

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

Empty supermarket racks reflect the tremendous demand for Family Circle among homemakers.

WANTED

by over 6,000,000 homemakers

We just can't hold Family Circle circulation down! Supermarket racks are emptying fast. Store managers are demanding more copies. Issue after issue is a virtual sellout. All this—and not a penny spent on circulation promotion or cut rate subscription offers!

What's behind the natural demand for Family Circle? *Down-to-earth ideas for homemakers from first page to last.* Here, too, Family Circle is different.

This new "for homemakers only" editorial program has given Family Circle the largest single-copy circulation of any magazine published! And it's giving advertisers a most selective, responsive market: September, October, November and December issues carry the largest dollar volume of advertising of any like issues in Family Circle history!

"For Homemakers Only"

Family Circle circulation—all single-copy sales

	1960 Publisher's Statement	1961 Publisher's Estimates	Average Increase Per Issue
3rd Quarter Average	5,230,487	6,000,000	770,000
4th Quarter Average	6,001,572	7,000,000	1,000,000

The Post & Times
give dominant coverage in
Metropolitan West Palm Beach

(Continued from Page 62)

mined at the warehouse by IBM machines, which keep a sharp mechanical eye on current customer buying trends. Unseasonable items, for instance, are whisked off the shelves to make room for current sellers.

Mr. Brewer advises manufacturers that getting in to stores is "no criterion for success." He pointed out that an item must sell or it won't be around for long. "We sell a few pieces a week in a tremendous number of stores. That's what creates sales," he said.

Chemical-Drug Houses
1960 Sales

Lederle Laboratories (Division of American Cyanamid) ..	$175,000,000
Chas. Pfizer & Co. (Pfizer Laboratories and J. B. Roerig & Co.)	269,400,000
E. R. Squibb & Sons (Division of Olin Mathieson Chemical)	109,100,000
Merck & Co. (Merck Sharp & Dohme)	218,100,000

Mr. Brewer believes that manufacturers "have not yet started to think in terms of self-selection selling. They're still making packages to sit on the shelf behind the counter in drug stores. This is one of the weaknesses that must be corrected," he said. #

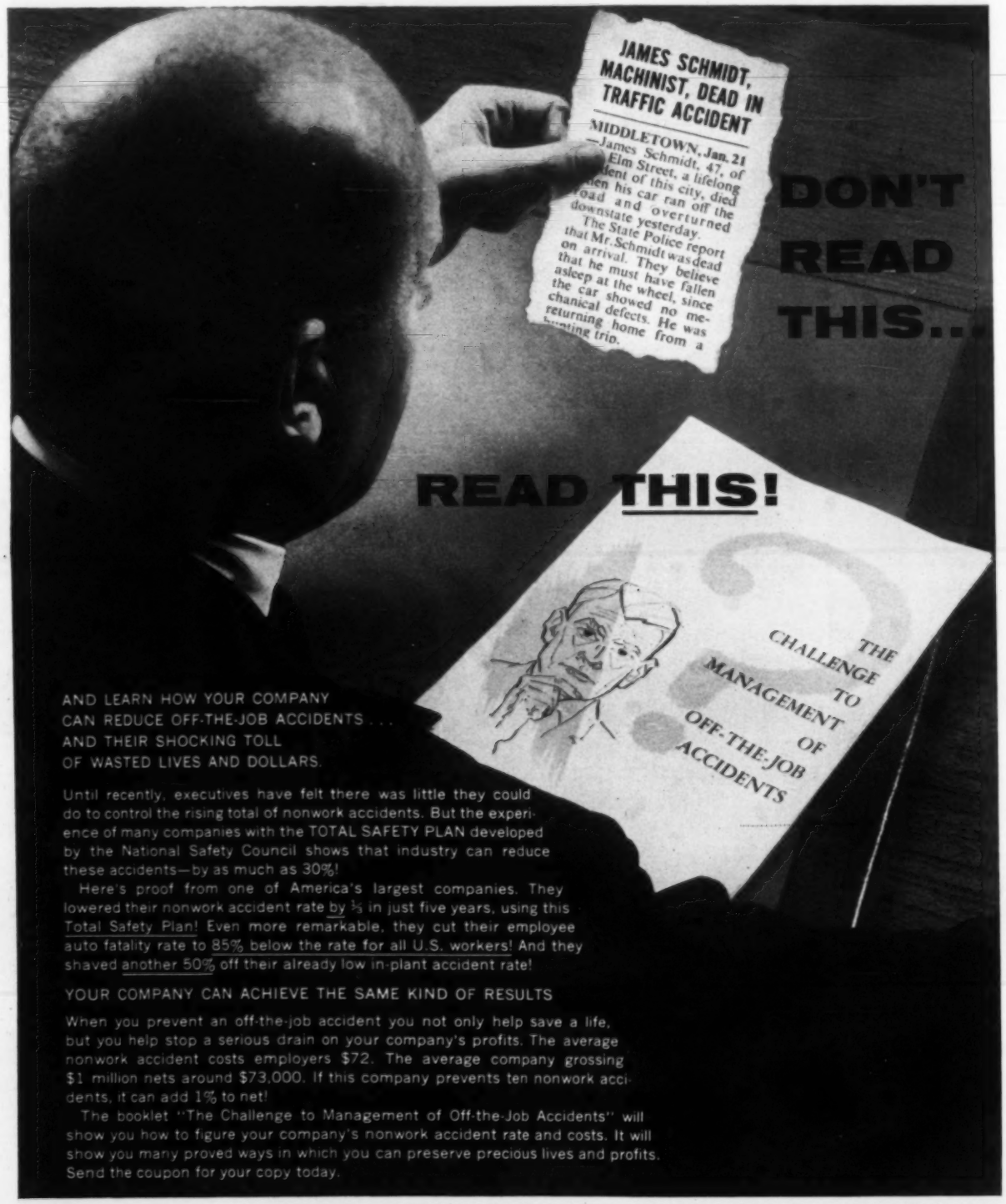
Ethical Field Gets Kefauver Hotfoot in '61

(Continued from Page 57)

tion promulgated new label regulations that required ethical drug marketers to make "full disclosure" of side-effects, contraindications and other pertinent data in *all* their direct mail promotion.

- The Dingell bill was introduced in the House to require drug marketers to make "full disclosure" in all their ads in medical publications.
- The FDA made 21 seizures of drugs which had been distributed as doctors' samples and then repackaged for sale.
- The Federal Trade Commission sent a Robinson-Patman questionnaire to 37 top drug companies, asking for a raft of information, much of it having to do with promotion of ethical drugs.
- Pierre Martineau, research director of the *Chicago Tribune*, went to Zurich to present a defense of the American free enterprise system and explained: "If an industry seems to be making unreasonably high profits, then it is called before the bar of public opinion and legislation, as is happening to the ethical drug industry today."
- Drug company profits, which skyrocketed during the 1950s, leveled off sharply, with the industry's volume leader, Parke, Davis & Co., suffering a sharp drop of 37.7% in its earnings for the first six months.
- *American Druggist* reported that the average doctor wrote 167 fewer prescriptions in 1960 than in 1959, with this trend continuing in the first six months of 1961.
- No drugs of the "wonder drug" category made their appearance.
- Wall Street began to have serious doubts about the "growth" nature of the industry, with shares of several companies hitting their lowest levels in years.
- The Hill & Knowlton rebuttal to the Kefauver report—prepared in behalf of the Pharmaceutical Manufacturers Assn.—was largely ignored in the nation's press.
- The two top agencies in the ethical drug field—William Douglas McAdams Inc. and L. W. Frohlich & Co.—were subpoenaed by the Kefauver committee.
- The third largest agency in the ethical drug field—Burdick & Becker—split into two separate parts, Robert A. Becker Inc. and Dean L. Burdick & Associates.
- Advertising in medical publications tailed off sharply, with three major books in the field showing losses like these for the first eight months: *Journal of the American Medical Assn.*, off 694 pages or a 16% decline; *Medical Economics*, off 736 pages or a 22% decline; *Modern Medicine*, off 604 pages or a decline of 18%.
- *Medical News*, a Ciba property for five years, was launched as an independent weekly and folded within six months.
- Direct mail advertising also fell off, with the annual Clark-O'Neill survey showing a 10% decline in pharmaceutical mailings to doctors in the 12 months ended April 30.
- Clark-O'Neill reported that the average GP got 4,000 promotional

(Continued on Page 68)


JAMES SCHMIDT, MACHINIST, DEAD IN TRAFFIC ACCIDENT
MIDDLETOWN, Jan. 21
DON'T READ THIS...
READ THIS!
THE CHALLENGE TO MANAGEMENT OF OFF-THE-JOB ACCIDENTS

AND LEARN HOW YOUR COMPANY
CAN REDUCE OFF-THE-JOB ACCIDENTS . . .
AND THEIR SHOCKING TOLL
OF WASTED LIVES AND DOLLARS.

Until recently, executives have felt there was little they could do to control the rising total of nonwork accidents. But the experience of many companies with the TOTAL SAFETY PLAN developed by the National Safety Council shows that industry can reduce these accidents—by as much as 30%!

Here's proof from one of America's largest companies. They lowered their nonwork accident rate by ⅓ in just five years, using this Total Safety Plan! Even more remarkable, they cut their employee auto fatality rate to 85% below the rate for all U.S. workers! And they shaved another 50% off their already low in-plant accident rate!

YOUR COMPANY CAN ACHIEVE THE SAME KIND OF RESULTS

When you prevent an off-the-job accident you not only help save a life, but you help stop a serious drain on your company's profits. The average nonwork accident costs employers $72. The average company grossing $1 million nets around $73,000. If this company prevents ten nonwork accidents, it can add 1% to net!

The booklet "The Challenge to Management of Off-the-Job Accidents" will show you how to figure your company's nonwork accident rate and costs. It will show you many proved ways in which you can preserve precious lives and profits. Send the coupon for your copy today.

Published to save lives in cooperation with The Advertising Council and the National Safety Council

SUPPORT YOUR LOCAL SAFETY ORGANIZATION

NATIONAL SAFETY COUNCIL
425 NORTH MICHIGAN AVENUE
CHICAGO 11, ILLINOIS

Please send a copy of "The Challenge to Management of Off-the-Job Accidents." I want to learn how my company can save lives and dollars with your TOTAL SAFETY PLAN.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

WHO BUYS FACIAL CREAM IN HOUSTON?

HOUSTON POST PROFILE RESEARCH

PRODUCT: Facial Cream TOTAL HOUSEHOLDS: 517,900
USER HOUSEHOLDS: 70.3% (364,114)

CHARACTERISTIC	FACIAL CREAM USERS	DAILY NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	45.4%	21%	23%	14%
$3000—$4999	71.3	32	34	19
$5000—$6999	76.2	45	39	22
$7000 or more	86.1	59	47	17
AGE (Head of Household)				
Less than 35	73.2%	37%	36%	14%
35 to 50	76.6	39	34	20
50 or more	60.6	36	37	20
FAMILY SIZE				
1 or 2	65.7%	36%	36%	17%
3 or 4	75.0	41	37	20
5 or more	67.3	35	33	18
OCCUPATION				
White Collar	81.5%	49%	42%	20%
Blue Collar, Skilled	72.4	35	35	22
Unskilled & Farm	61.2	28	27	9
Other	51.7	32	31	17

Sources: Dan E. Clark & Associates Top Ten Brands, March-June, 1960
Sales Management Survey of Buying Power, May 10, 1961

More than 70% of the 517,900 families who make up the Houston market buy facial cream . . . and to folks who sell beauty in the bottle (or jar), that represents a fair flock of femmes.

But numbers alone are only one facet of a marketing story.

The real makeup of a market comes out when you look behind the numbers and find the distinguishing characteristics for a particular product and brand. And that's where HOUSTON POST PROFILE RESEARCH enters the picture.

HOUSTON POST PROFILE RESEARCH tells cosmetic houses that femmes who buy facial cream, for example, tend to have higher incomes, fall into middle and younger age groups, are members of medium size family groups and are supported by a white collar husband.

It also tells cosmetic advertisers that the same characteristics that apply to facial cream users apply to readers of THE HOUSTON POST.

Whether you're selling facial cream or frankfurters, beer or biscuit mix, HOUSTON POST PROFILE RESEARCH can give your Houston marketing more direction. For information about a tailor-made profile of your product or brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER / SHOWING THE WAY IN DEPENDABLE MARKET RESEARCH

ELUCI

ACCORDING TO WEBSTER: To make lucid, explain, enlighten; as demonstrated each week by 13 hours and 10 minutes of news and public affairs programs produced by the 475-man CBS News staff; **SEE:** CBS Reports, Eyewitness, The Twentieth Century, Washington Conversation, At The Source, Joint Appearance, College of the Air, Calendar, Accent, The Great Challenge, Camera Three, Look Up and Live, Lamp Unto My Feet, Douglas Edwards with the News (Monday through Friday), Charles Collingwood with the News (Monday through Friday), Harry Reasoner with the News (Monday through Friday), The Saturday News with Robert Trout, Ned Calmer with the News, The Sunday News Special; **SEE ALSO:** CBS News correspondents Howard K. Smith, Walter Cronkite, Eric Sevareid, David Schoenbrun (Paris), Daniel Schorr (Bonn), Alexander Kendrick (London), Winston Burdett (Rome), Peter Kalischer (Tokyo), Marvin Kalb (Moscow), Charles Kuralt (Rio de Janeiro), Richard Bate, Wells Church, Tom Costigan, Bill Downs, Bernard Eismann, Nancy Hanschman, George Herman, Grant Holcomb, Richard C. Hottelet, Allan Jackson, Richard Kallsen, Frank Kearns, Larry Lesueur, Blaine Littell, Roger Mudd, Paul Niven, Stuart Novins, Robert Pierpoint, Prescott Robinson, Neil Strawser, Dallas Townsend, Charles von Fremd.

Deadlock on disarmament, blockade in Berlin, conflict in the Congo, tornado in Texas—wherever and whenever it happens, the nation's viewers will know and understand it better when exposed to the crisp reporting and clarifying insights of CBS News' distinguished staff of correspondents and cameramen stationed throughout the world. Measured by whatever yardstick you may choose—enterprise, experience, reliability or acclaim, they add up to what

DATE!

The New York Times has called "the ablest news staff in broadcasting"—a reputation for responsibility that goes back over a quarter of a century to the days when CBS News pioneered such broadcasting techniques as the foreign news round-up and the documentary in depth. These qualities were never in more demand than they are today, as the events and issues of our time grow increasingly urgent and complex. It is these qualities that continue to inspire the respect and confidence of the public in CBS News—and offer still further evidence that in the coming season the program schedule of the CBS Television Network will continue to **DOMINATE**

SCORE TWICE WITH ONE PITCH!

Your advertisement in the Sioux City Journal does a DOUBLE selling job!

Here's the ONE media that gets enthusiastic response from both seller and buyer . . . does the job right down the line . . . from distributor—to retailer—to consumer . . . in Sioux City AND the rich 48-county Siouxland area.

For a total selling job — in Siouxland — use SIOUXLAND'S BIG FAMILY NEWSPAPER

The Sioux City Journal.

National Representatives — JANN & KELLEY INC.

(Continued from Page 64)

pieces—the lowest number since 1956.

In the opinion of some observers, the recent furor over Kefauver masks a new phase in the development of the industry. What is happening, they say, is that the industry has simply got off the skyrocket it has been riding for the past ten years and has settled down to a pattern similar to that of other industries. There will be steady growth now, particularly for the strong companies, but there will be little of the spectacular overnight spurts of the past.

From an advertising standpoint, the ethical drug industry represents an investment that might be conservatively estimated at $250,000,000 a year. The two principal media are medical publications and direct mail. Important ancillary media are exhibits and closed-circuit television. The $250,000,000 figure does not include detail expenses, which are much greater, nor does it cover doctors' samples, which can also be considerable. #

LESS—*U.S. Commerce Department data show drug, other expenses.*

Ethicals Outsell Proprietaries 3 to 1

(Continued from Page 57)

Werble, president of F-D-C Reports Inc., publisher of drug and cosmetic newsletters, show more clearly how this shift has come about. Mr. Werble traces the trend in manufacturers' prices, as follows:

- In 1947, total pharmaceutical volume was $526,000,000, of which proprietaries accounted for $328,000,000.
- In 1954, total drug volume was $1.1 billion, of which proprietaries accounted for $402,000,000.
- In 1958, total drug volume was $2.5 billion, of which proprietaries accounted for $750,000,000.

Pharmaceutical volume today is believed to be about the $2.5 billion level of 1958. The proportions between proprietaries and ethicals have not changed radically, but Mr. Werble and others believe that proprietaries are now beginning to stage a small comeback.

▪ Mr. Werble's records show that over the past two years proprietary drug producers have been moving ahead at a faster clip than those companies anchored deeply in the ethical end. As a result many of the ethical drug producers are now moving—or seriously considering moving—into proprietaries.

E. R. Squibb & Sons, for example, is now promoting its Vigran vitamins to consumers, and this fall Smith, Kline & French Laboratories will make a major assault on the cold remedy market with a new proprietary, Contac.

There is one grey area in this picture represented by the over-the-counter (OTC) drugs. These are products such as Empirin or Coricidin or Upjohn's Unicap vitamins. They are available freely without a prescription but they are not advertised directly to the consumer—except via occasional point-of-sale displays in drugstores. As such, they are neither proprietaries nor ethicals—although they are usually lumped together with the ethicals.

Mr. Werble points out that these OTC products have a substantial volume. As a matter of fact, he estimates that OTC product volume is probably equal to the $750,000,000 done by the advertised proprietaries. He bases his estimate on an analysis of government census figures which show vitamin sales alone at $300,000,000 and antacid product sales at $160,000,000 (of which Mr. Werble estimates $100,000,000 are in OTC items).

Companies eyeing the proprietary field have in mind these OTC products, which could be promoted to the consumer. Industry observers expect many of these OTC items to become proprietaries.

PRESSURE-SENSITIVE KLEEN-STIK TAPES

P.O.P. goes up *trim and tidy* when it's backed with Kleen-Stik pressure-sensitive tape. Kleen-Stik is invisible—goes *under* the display, not over it, to give a clean, sharp-edged appearance with no "hangover" at corners and edges. Its *flexible* adhesive holds tight even on irregular shapes, without peeling or puckering . . . won't spoil the beauty of costly printed pieces. Tell your display printer to add genuine Kleen-Stik—the modern *self-sticking tape.*

- **Quick and easy**—just peel backing and press in place
- **Sticks tight** without moistening, on any smooth surface
- **Available** through your regular printing sources

FREE—idea-packed booklet, "101 Stik-Triks". Write for your copy today.

PAPERS • FOILS • FILMS • TAPES

KLEEN-STIK PRODUCTS, INC.
7300 WEST WILSON AVENUE • CHICAGO 31, ILLINOIS

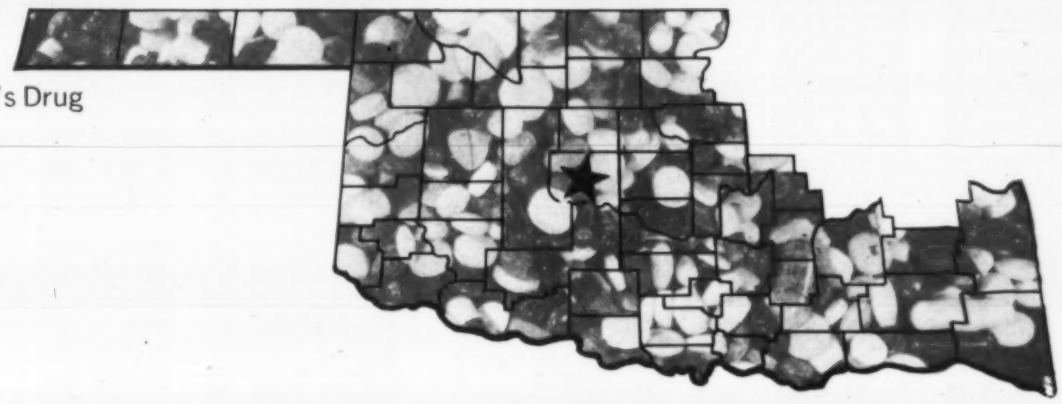
PLANTS IN CHICAGO, LOS ANGELES, NEWARK, and TORONTO, CANADA

OVER 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP

Metropolitan Oklahoma City and Retail Trading Zone (26 Counties) where **49.4%** of Oklahoma's Drug & Cosmetics sales are made, the Sunday Oklahoman covers **71%** of the urban households!

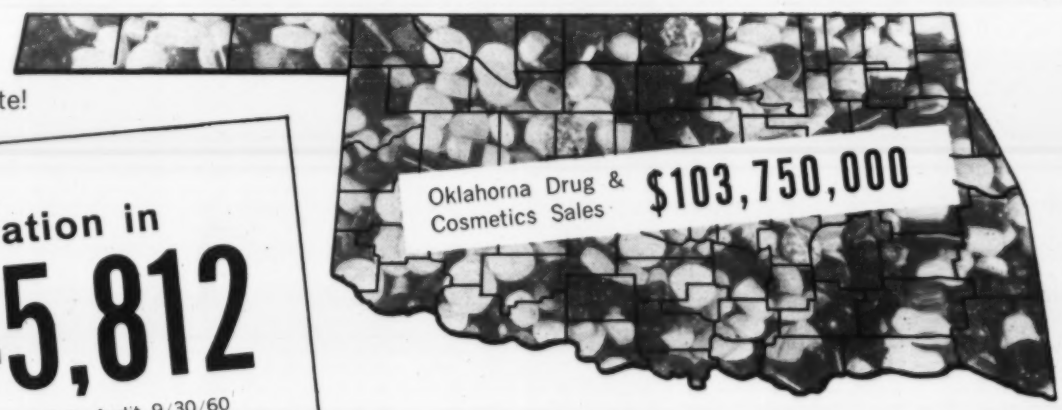
IT'S THE MARKET DELIVERED THAT COUNTS!

Greater Oklahoma City Marketing Area (58 Counties) where **66.5%** of Oklahoma's Drug and Cosmetics sales are made the Sunday Oklahoman covers **65%** of the urban households!



IT'S THE MARKET DELIVERED THAT COUNTS!

The Sunday Oklahoman covers **32%** of the households in the entire state!



The LARGEST Sunday Circulation in the entire Southwest
now provides rotogravure service in "ORBIT" The Sunday Oklahoman's locally edited magazine.

245,812
Circulation A.B.C. Audit 9/30/60

Sources: Sales — SRDS 1/1/61;
Circulation — A.B.C. Audit 9/30/60;
Households — 1960 Census.

Since 1948 the locally edited Sunday Oklahoman magazine has been a top reader attraction in Oklahoma. Now in new full color rotogravure, it has new reader interest, heightened pictorial coverage and a continuation of the editorial policy of Oklahoma-oriented, Oklahoma-written material.

No major outside Sunday supplement penetrates Oklahoma as much as 2%. No general magazine provides as much as 12% coverage of the state. Compare these coverage figures and schedule your advertising to reach Oklahoma in "Orbit."

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company • Represented by The Katz Agency

The newspapers that belong on every national advertising schedule!

The Wonderful World of Cosmetics Advertising

ABANDONED—*Cosmetic ads are hard sell, wacky—or sexy like this "soothing" ad by Prince Matchabelli via J. Walter Thompson Co.*

AGITATED—*Spoofing while selling, Max Factor ads by Doyle Dane Bernbach in the mid-1950s gently used tongue-in-cheek humor.*

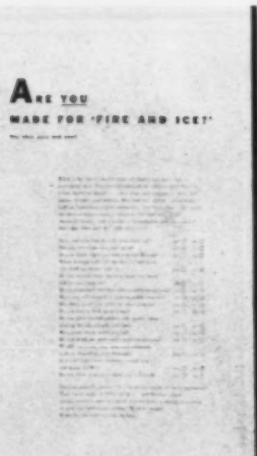
AROUSED—*Dana Perfumes ad bowed in '41, still draws quips.*

CLASSIC—*"Does she or doesn't she?" slogan first ran in Life in '56. Agency: Foote, Cone & Belding.*

QUIET—*Shunning shout, Faberge Inc. used "whisper" to launch Juliette Marglen nail glace in '57.*

PERENNIAL—*Elizabeth Arden's 1959 Christmas wish was so successful it's repeated annually with variations, and a red door now adorns each salon ad. Agency: Hockaday Associates.*

LASTING—*This slogan ran first in 1940, remains famous although unused since '52. Agency: JWT.*



RACY TO REGAL—*Revlon girl has grown more regal with the years as Revlon sought prestige image. Tempting siren of famed 1952 Fire & Ice Quiz (left) became regal beauty of current Louis XIV ad, portraying "the brilliance that was Versailles." Unchanged are vivid red-and-white color scheme, implied testimonial. William H. Weintraub Co. did the early ad; Warwick & Legler the new one.*

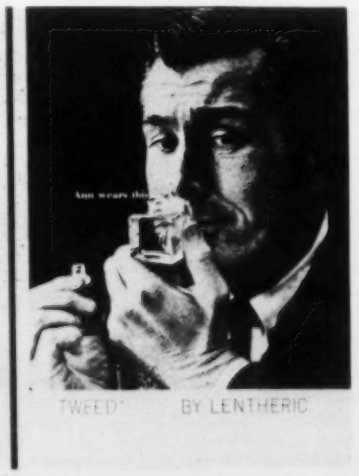
HAPPY SELL—*Light-hearted copy, art, typography sell Tussy. Agency: Young & Rubicam.*

UNCHANGED—*Just package picture has sold Chanel since '20s. Agency: Norman, Craig & Kummel.*

STAYS ON—AND ON!—*Editorial-type ad in '50 lured rash of imitators. Agency: Raymond Spector Co.*

DUMMY—*Model's head on dummy pushed "custom-blended" powder of Chas. of Ritz via Rockmore Co.*

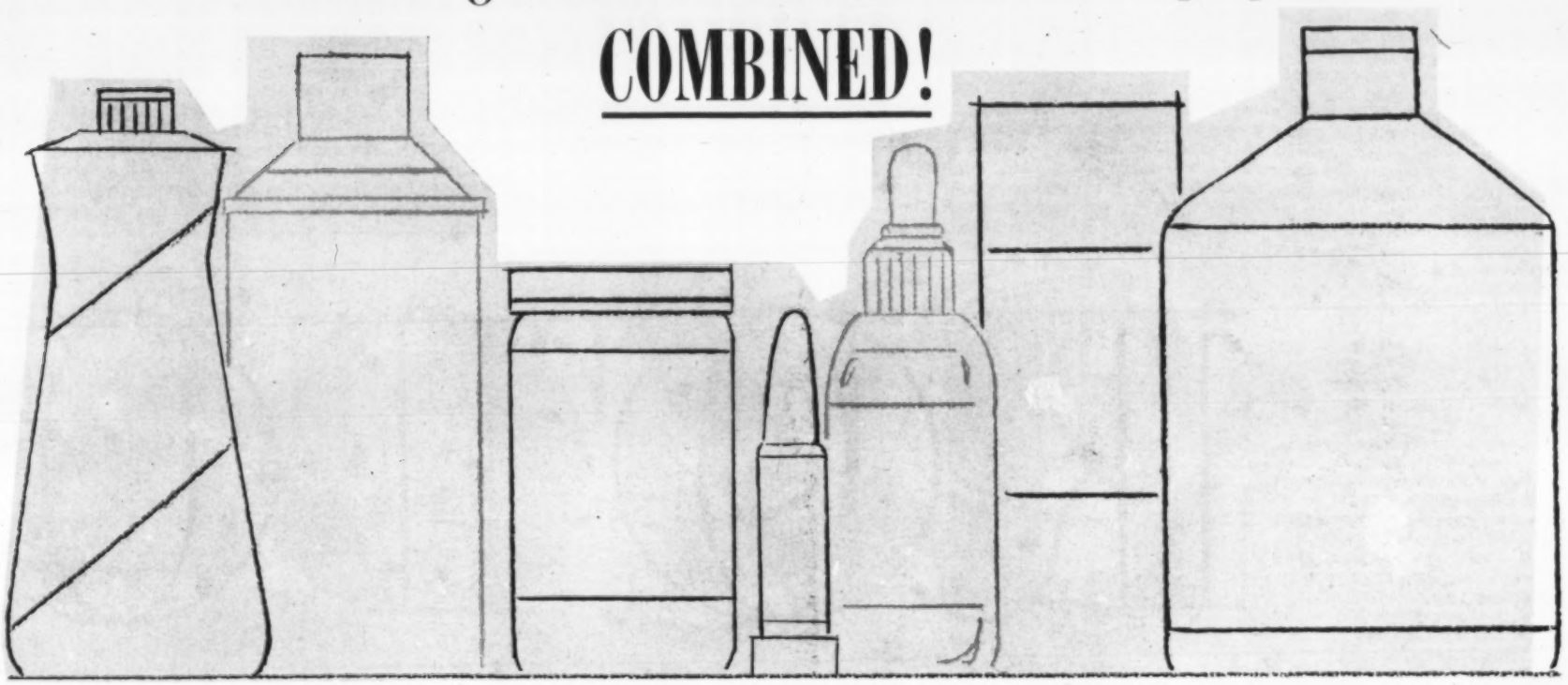
BLUNT—*"Ugly" words—wrinkles, blackheads—grace Helena Rubinstein copy by L. W. Frohlich Co.*



MALE—*"Open pore" photo of male pushes Helene Curtis' Tweed. Altman Stoller Advertising is agency.*

IN HOUSTON...

The Chronicle Publishes More Drug and Cosmetic Advertising Than Both Other Newspapers COMBINED!



First 8 Months, 1961, Linage Performance

DRUGS

CHRONICLE	91,343 lines
Post & Press COMBINED	69,921 lines

COSMETICS

CHRONICLE	96,931 lines
Post & Press COMBINED	85,542 lines

TOTAL DRUGS & COSMETICS

CHRONICLE	188,274 lines
Post & Press COMBINED	155,454 lines

SOURCE: MEDICAL AND TOILET REQUISITE LINAGE, MEDIA RECORDS FIRST 8 MONTHS OF 1961.

YOU JUST CAN'T BEAT THE CHRONICLE FOR RESULTS... THAT'S WHY IN HOUSTON, THE CHRONICLE IS YOUR MUST BUY!

THE HOUSTON CHRONICLE

Member The TEXAS GROUP

Read By More Houstonians Than Any Other Newspaper
The Branham Company — National Representatives

Personal Service in Impersonal Self-Service Era . . .

Avon: How to Be Biggest Cosmetic Company but Never Sell in Store

Clambers to Top with Door-to-Door Selling by 125,000 Women

NEW YORK, Oct. 10—Back in 1886, a man named D. H. McConnell, decided to perk up his door-to-door book business by offering women a choice of five bottles of perfume with their book purchases.

His customers liked the idea very much. In fact, one memorable day, he realized a very significant fact—his perfumes were in greater demand than his books. That was the beginning of what is now Avon Products, which grew to be the country's largest cosmetic company even though its products have never been sold in a store.

But to return to Mr. McConnell: After making his big discovery about women and perfume and books, he quickly set up a tiny laboratory in downtown New York and started making perfume. His first investor in this new venture was a friend in California, so in his honor Mr. McConnell named the company the California Perfume Co., even though it was located in New York City.

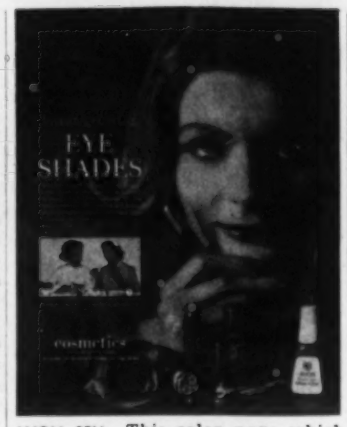
It wasn't long before he found he needed help distributing his perfume—and then he had another idea. He decided to offer women the "earning opportunity" of selling his products door-to-door in their own neighborhoods. He employed managers to find and train these saleswomen and—in another unusual policy for those days—he strengthened their selling with a pledge of guaranteed satisfaction to every customer or every penny would be returned.

The fledgling company prospered from the start, and soon Mr. McConnell added toiletries and household products to his line of perfumes. In 1894, he built his first plant, in Suffern, N.Y. From then on, distribution spread out into more communities, then cities, then states, until the name, California Perfume Co., seemed too regional. In 1939, the name was changed to Avon, "a name with the sound of beauty."

■ Today, the line of five perfumes has grown into several lines, including more than 200 different products—exclusive of shades—for not only women, but babies, children, pre-teens, teens and men. And the number of women selling these products door to door has grown to 125,000, not only in the U.S. but Canada, Mexico, Venezuela, Brazil, Puerto Rico, England and West Germany.

The heart of the business still remains "that rare commodity, service," as the company terms it in one of its merchandising pieces —"personal service in these days of impersonal self-service." Apparently women appreciate this "commodity" because company sales have been ripping steadily ahead. For example: In 1951, sales were $35,826,000. But by 1960, sales had climbed to $168,187,000. Earnings have kept up a lively pace too. In 1951, they totaled $2,296,000; in 1960, they were $17,619,000.

Sales continue to be greatest in suburbia and outlying areas. But the greatest growth is being registered in the metropolitan areas, while sales in the outside areas remain about the same.



AVON SELL—*This color page which ran in February issues of magazines is typical of Avon's print advertising.*

The company didn't start advertising until 1936, when it was 50 years old. A year later it appointed its present advertising agency, Monroe H. Dreher Inc. Through the years, its ad budget has gradually increased, now totaling about $4,250,000 primarily for magazines and spot tv. This figure is misleading, however, since it does not include the amounts spent for such things as gift catalogs and sales brochures for its sales representatives. "If you count up all we spend on those materials, it costs us just as much to make ten cents on a dollar as any other advertiser," George Shine, Avon's ad manager, told ADVERTISING AGE.

The burden of the advertising is not just to promote the company and its products pleasingly, but to promote the idea of the sales representatives as well. "We endeavor to present in a favorable light the company's name, its stature and dignity, its wide product range and its personalized method of selling," Mr. Shine explained.

"I don't like the expression, but we don't use the hard sell. Unlike some other advertisers, we do not try to motivate customers to zoom out and buy our products at the nearest store. Instead we try to arrange a welcome for our representative when she calls—and we also use our advertising to stir the representatives into making those calls."

The company started out using magazines, and magazines continue to be the primary base of Avon's advertising, "because they present our only opportunity to have a showcase in color for our products," Mr. Shine said. This year, the company is using ten different ads and a list of eight publications: *Christian Science Monitor* (which it has used for about 15 years), *Good Housekeeping, Ladies' Home Journal, McCall's, Parents', Progressive Farmer* (which it uses to reach the Southeast, not the farm

ROTO

. . . The use of home-edited, newspaper distributed, color gravure magazines—singly or in any combination—as a "tactical ad force" to pinpoint coverage when and where you want it.

America's 55 Home Edited (independent) Gravure Magazines serve 41 major markets. You can match the magazine(s) to the market(s) where you need sales action the most.

. . . in COLUMBUS

It's THE COLUMBUS DISPATCH SUNDAY MAGAZINE

15 OF THE BEST OF 55 HOME EDITED

● Akron Beacon Journal ● Atlanta Journal
● Houston Chronicle ● Indianapolis Star
● Phoenix Arizona Republic ● Pittsburgh Post

FREE LIGHT
with every sign

'Codit" Reflective Liquid makes your highway "tacker" signs sell day *and* night—without the cost of light! Reflective sign surface bounces back light borrowed from oncoming cars. Brilliant. Impressive. You reach 50% more motorists than with daytime-only signs—and at much less cost per reader.

WRITE FOR FOLDER AND FREE DEMONSTRATION SAMPLE

CODIT® BRAND REFLECTIVE LIQUID

Minnesota Mining & Manufacturing Co. 3M

Dept. RCW, St. Paul 6, Minn.

market), *True Story* and *Seventeen*. The same ads are running in Canada, in *Chatelaine*, *La Presse*, *Perspectives* and *Reader's Digest*.

■ In 1953, the company started using spot tv, its other big medium. That first year, it ran spots on two stations, one in New York, one in Chicago. In 1954, it expanded to seven cities, and this year it is now scheduling spots on 210 stations in all 50 states. Three of the commercials are being shown in color in three cities. Somewhere along the line, the familiar theme, "Ding Dong. Avon Calling," evolved. "And now it's as well known as anything about the company," Mr. Shine said.

Avon's advertising follows a tried-and-true formula by now. The print ads usually show a large picture of a pretty, demure young woman—not the exotic beauties often shown in other cosmetic advertising—along with large pictures of the particular products being promoted. Down in one corner is a smaller photo showing the young woman "selecting Avon cosmetics and fragrances at home, with the help of (her) friendly Avon representative," in the words of the copy.

FOR THE KIDS—*This Christmas, Avon for the first time will devote an entire tv spot to promoting gifts for children—including a submarine that turns the tub into a bubble bath, and a clock that teaches time, holds bubble bath and becomes a bank when empty.*

At the same time as the print ad is appearing, a tv commercial is bringing it to life. Invariably the tv commercial ends with a shot of the Avon representative "inviting" the young woman to try the product. And the closing note is the "Ding Dong. Avon Calling." Not only is the "Ding Dong" familiar, so is the face of the Avon representative, who for the past six years has been enacted by the same model, Connie Joannes.

During the year, the advertising must promote a wide range of products—fragrances, makeup, skin care creams, Christmas gifts and men's toiletries. But in each ad are two recurrent themes: Quality of the products and the ease and pleasure of personalized buying at home.

■ Avon finds its representatives through classified advertising and recommendations from other representatives. Each woman "invests" in an exclusive franchise for her specific territory, and she is supplied with a demonstration kit, containing demonstration merchandise and miscellany of material such as a beauty book, color charts and order books.

She is then given a nine-week training course—either at training classes if she lives in a city, or in her own home if she lives outside the main cities. The training is handled by sales managers in the company's six branch offices, and it is a continuing program for as long as a woman remains a representative.

■ Besides occasional visits from her sales manager, a representative receives periodical mailings from the company. A monthly publication, "Avon Outlook," keeps her posted on new products and ways to sell. Each season, a handsome brochure announces the advertising for the next three months.

These ad brochures reprint each ad as well as stills from the commercials, listing when and where they will appear. They also remind her that "the Avon representative is the most advertised woman in the world" . . . that women "are expecting you to call" and not to disappoint them.

To celebrate its 75th anniversary this year, the company had Jackson & Perkins cultivate a special Avon rose which is serving as the anniversary emblem. The rose was a natural choice since Extract of White Rose was the company's first product, and a rose has often been used by Avon to symbolize "beauty-laden cosmetics." The Avon rose is pictured in many of the ads, commercials and merchandising pieces, along with the copy line "75 years of beauty service to the home." #

Regular Features Back Next Week

The regular lineup of features (Creative Man, etc.) has been omitted from this issue to provide space for the extensive material about current drugs and cosmetics marketing. The usual features will be back next week.

...ELSEWHERE
40 OTHER MAJOR MARKETS!

Home Edited Gravure Magazines provide 20% or more coverage in those U.S. counties which contain 55% of the population and account for 57% of retail sales.

GRAVURE MAGAZINES SERVING 41 MAJOR MARKETS

and Constitution ● Columbus Dispatch ● Dallas Times Herald ● Denver Post ● Louisville Courier-Journal ● Newark News ● New Orleans Times-Picayune Gazette ● St. Louis Globe Democrat ● Toledo Blade ● Washington Post Times Herald

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpenisve it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

Profiles of Ten Leaders . . .

Parke, Davis' $8,500,000 Ad Budget Is Biggest Among Ethical Companies

NEW YORK, Oct. 10—Biggest advertiser among ethical drug manufacturers is believed to be Parke, Davis & Co., Detroit, with an estimated $8,500,000 budget.

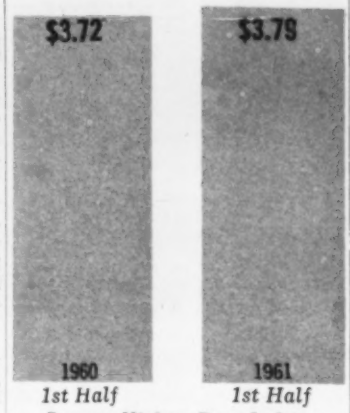
Close behind is Merck Sharp & Dohme, Philadelphia, with an estimated $7,500,000 annual expenditure.

They are among ten leading ethical drug companies whose advertising and marketing activities are summarized in the following capsule portraits:

Abbott Laboratories—A full-line house headquartered in North Chicago . . . Founded in 1900 by Dr. Wallace Calvin Abbott, who offered physicians shares in a business they could "help to grow" . . . Publisher of "What's New," external publication which pioneered in lavish use of art . . . In recent years Abbott has failed to come up with any important new drug discoveries . . . Has important international business . . . Big internal ad department prepares and places all ethical drug advertising . . . Uses Tatham-Laird for Sucaryl . . . Estimated ad budget: $7,000,000.

Lederle Laboratories—A division of American Cyanamid, which acquired Lederle in 1930 . . . Company, headquartered in Pearl River, N.Y., accounts for about a quarter of Cyanamid's volume but a much higher proportion of profits . . . Lederle is the No. 1 producer of antibiotics with Declomycin, Achromycin V, Achromycin and Aureomycin . . . Also a major marketer of sulfas, steroids and vitamins . . . Equipped for vaccine production . . . Principal agency: Erwin Wasey, Ruthrauff & Ryan . . . Estimated ad budget: $7,000,000.

Drug, Proprietary Store Sales: First Half, 1960-61
(Billions of Dollars)



Source: Nielsen Drug Index

Eli Lilly—Full-line house established in Indianapolis in 1876 by Col. Eli Lilly, a drugstore proprietor . . . Conservative reputation . . . Important producer of insulin, antibiotics and vaccines (Lilly made 60% of the Salk vaccine) . . . Leading seller to the agricultural field . . . Sales have been on a plateau for five years . . . Company lost volume leadership to Parke, Davis . . . Produces good deal of its own advertising materials . . . Uses hometown placement agency, LaGrange & Garrison . . . Estimated ad budget $4,000,000.

Merck Sharp & Dohme—Division of Merck & Co., which acquired Philadelphia-based Sharp & Dohme in 1953 . . . In the past few years the company has become one of the largest advertisers in the ethical drug field, largely to promote two top sellers, Diuril, the leading diuretic, and Decadron, a leading entry in the steroid market . . . Merck was the developer of cortisone . . . Advertising is divided among three agencies: Charles W. Hoyt Co., Doherty, Clifford, Steers & Shenfield and Robert A. Becker Inc. . . . Estimated ad budget: $7,500,000.

Parke, Davis & Co.—Full-line house founded in Detroit in 1875 . . . Makes more than 600 products but does $80,000,000 or 40% of its total volume in one drug, Chloromycetin, a broad-spectrum antibiotic . . . Half of Chloromycetin sales come from abroad . . . Important producer of vaccines, hormones and vitamins . . . Company has run institutional advertising program since 1928 . . . Agency: Young & Rubicam . . . Ethical drug agency: L. W. Frohlich & Co. . . . Estimated ad budget: $8,500,000.

Chas. Pfizer & Co.—Brooklyn-based chemical house founded in 1849 . . . Originally made its mark as citric acid producer . . . Invaded ethical drugs in 1950 with its antibiotic discovery, Terramycin . . . Became one of the largest producers of antibiotics . . . Business has skyrocketed, with much growth coming from overseas . . . International area accounts for well over half of sales and profits . . . J. B. Roerig & Co. acquired in 1953 . . . Aggressive promotion has frequently brought the company under fire . . . Has made half-hearted effort to get into proprietary field . . . Ethical drug advertising divided now among Paul Klemtner & Co., William Douglas McAdams Inc. and Donald F. Fitzsimmons Inc. . . . Estimated ad budget: $6,000,000.

Roche Laboratories—Swiss-owned . . . Division of Hoffman-La Roche . . . Based in Nutley, N.J. . . . Elmer Bobst, now chairman of Warner-Lambert, worked for Roche from 1911 to 1944, serving from 1928 on as president under a contract that paid him 5% of profits . . . This meant, in good years, an income of better than $300,000 for Mr. Bobst, who in 1944 had a salary second only to the president of General Motors . . . Company an important producer of vitamins and sulfa drugs . . . Now one of the hottest companies in the industry under the direction of Dr. V. D. (Barney) Mattia . . . Roche roared to the head of tranquilizer market in 1960 with introduction of Librium . . . Other new products reportedly on the way . . . Principal agency: William Douglas McAdams . . . Estimated ad budget: $5,500,000.

Schering Corp.—Formerly German-owned . . . Alien Property Custodian sold the company after the war . . . Hormones and antihistamines key to growth . . . Development of Meticorten zoomed sales from $19,400,000 in 1954 to $46,000,000 in 1955 . . . Volume now in excess of $80,000,000 but Schering has encountered tough sledding in past two years . . . White Labs acquired in 1957 to forestall takeover attempt by Revlon . . . Company has important over-the-counter property in Coricidin, a cold remedy which enjoys 20% of the market . . . Principal agency: L. W. Frohlich & Co. . . . Estimated ad budget: $5,000,000.

Smith, Kline & French Laboratories—One of the Philadelphia companies, with roots going back more than 100 years . . . One of the most successful operations in the industry, thanks to specialty drugs in the "mind" area—Benzedrine, Dexedrine, Dexamyl,

(Continued on Page 76)

DRUG STORE SALES BY DEPARTMENTS
As Reported in the August 21 issue of American Druggist

3-Year Trend Of Total Drug Store Sales . . . By Departments

• Add 000 to all long figures—the dollar figures—

Departments	Year-to-Year Changes in Departmental Sales 1958	% Change	1959	% Change	1960	Per Cent of Total Sales 1958	1959	1960
Prescriptions	$1,790,279	+10.2	$1,973,527	+3.5	$2,043,220	27.4%	27.9%	27.5%
Over-Counter Ethicals	452,968	+9.2	494,718	+7.6	532,315	6.9	7.0	7.2
Advertised Remedies[1]	662,393	+5.4	698,153	+6.8	745,362	10.2	9.9	10.0
Rx Accessories	259,707	+7.9	280,269	+0.7	282,340	4.0	4.0	3.8
Health Supports	174,859	+12.0	195,865	+4.2	204,048	2.7	2.8	2.7
Toiletries, Cosmetics	653,753	+7.9	705,238	+7.3	756,566	10.0	10.0	10.2
Fountain	572,472	+4.7	599,531	+2.5	614,396	8.8	8.5	8.3
Packaged Ice Cream	94,298	+3.3	97,435	+4.5	101,851	1.4	1.4	1.4
Candy, Gum, Nuts	211,530	+5.2	222,584	+6.7	237,392	3.2	3.1	3.2
Tobacco[2]	364,004	+8.9	396,365	+6.2	421,073	5.6	5.6	5.7
Magazines[3]	172,198	+4.0	179,019	+3.1	184,536	2.6	2.5	2.5
Liquor, Wine, Beer	276,760	+5.5	292,070	+3.7	302,845	4.2	4.1	4.1
Photo Goods	162,876	+10.8	180,442	+5.0	189,389	2.5	2.6	2.5
Photo Finishing	102,550	+9.2	111,954	+5.9	118,533	1.6	1.6	1.6
Writing Items[4]	145,367	+11.1	161,451	+5.5	170,291	2.2	2.3	2.3
All Other	435,009	+9.1	474,588	+10.2	522,842	6.7	6.7	7.0
Totals	6,531,023	+8.1	7,063,209	+5.2	7,426,999	100.0	100.0	100.0

FOOTNOTES

1/Includes household drugs and insecticides, animal & poultry health goods, and pet items.

2/Includes some toiletries sold at the tobacco counter.

3/Includes books, magazines, newspapers.

4/Stationery, greeting cards, writing tools.

To Reach this $7,427,000,000 market AMERICAN DRUGGIST is the FIRST choice of many advertisers because:

AMERICAN DRUGGIST is:

1st *in Circulation*
in Total Editorial Pages
in Editorial Color Pages
in Editorial to Advertising Ratio
in Total Advertising Pages

American Druggist
"THE ONE FOR THE MONEY"

26 TIMES A YEAR . . . TO YOUR BEST CUSTOMERS

NEW YORK: 1790 Broadway Plaza 7-5020 · CHICAGO: 11 North Wacker Drive Franklin 2-0640 · LOS ANGELES: Duncan A. Scott & Co. 1901 West 8th Street Dunkirk 8-4151 · CLEVELAND: Keith Bldg. (Suite 718) Euclid Ave. & E. 17th Street Superior 1-9139 · SAN FRANCISCO: Duncan A. Scott & Co. 85 Post Street Garfield 1-7950

SURE

The Free Press SELLS COSMETICS AND TOILETRIES

Free Press reader families are so RESPONSIVE!

A recent article about a new skin cream drew 1232 telephone inquiries and 237 cards and letters from all over the state of Michigan.

Are you taking full advantage of this responsive audience?

Remember, too, since Nov. 6, 1960, the Free Press has gained 100,000 new reader families—bringing circulation to an all-time high. 622,242 Sunday—573,273 daily.

Free Press reader families are an important factor here in America's fifth market. And this market is fourth nationally in drug store sales!

HERE'S HOW THE FREE PRESS SELLS COSMETICS AND TOILETRIES!

Ready! Set! Go into summer looking your radiant best. And to help you to beautiful grooming these aids from
CREME PARADO
by DU BARRY
AN EXCITING EVENT IN FRAGRANCE...
Spray Mists BY YARDLEY
Patch Your Wrinkles
New Plasters Smooth and Soothe Lines Away

THE DETROIT FREE PRESS IS SO REWARDING TO READ . . . SO REWARDING TO USE

The Detroit Free Press

MICHIGAN'S *ONLY* MORNING NEWSPAPER

NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY

Drugs and Cosmetics Measured Expenditures in Major Media, 1959-'61

By Product Categories (000 Omitted)

	Spot Television		Network Television		Magazines		Television				Magazines		Newspapers	
	1st Half	1st Half	1st Half	1st Half	1st Half	1st Half	Spot		Network					
PRODUCTS	1960	1961	1960	1961	1960	1961	1959	1960	1959	1960	1959	1960	1959	1960
COSMETICS, TOILETRIES	$29,378	$28,925	$42,870	$43,354	$24,416	$22,494	$52,512	$56,623	$78,585	$84,636	$48,157	$50,896	$29,540	$29,465
Cosmetics	6,093	5,004	2,148	1,568	——	——	11,844	11,153	3,904	3,914	——	——	*11,974	*11,231
Lipsticks and Rouge	——	——	——	——	1,900	1,835	——	——	——	——	3,298	4,098	——	——
Powders, Cake Makeup	——	——	——	——	1,094	1,251	——	——	——	——	1,972	2,218	——	——
Deodorants, Depilatories	3,644	3,522	3,497	4,302	1,889	1,443	6,022	7,068	5,839	7,024	2,082	4,279	——	——
Hair Tonics, Shampoos, Permanents, Coloring	——	——	——	——	5,019	5,109	——	——	——	——	9,598	10,396	——	——
Tonics, Shampoos	2,026	6,125	12,184	12,125	——	——	10,982	8,875	18,899	23,953	——	——	——	——
Home Perm., Coloring	2,416	2,579	3,910	5,443	——	——	5,326	5,369	8,431	9,591	——	——	——	——
Hand-Face Creams, Lotions	2,211	2,294	3,512	3,350	2,791	2,974	3,982	4,240	5,239	5,696	6,424	5,538	——	——
Perfumes, Toilet Waters	561	249	153	57	1,464	1,534	1,822	1,841	462	680	3,674	3,983	——	——
Razors, Blades	607	1,424	4,502	4,336	——	——	2,412	2,459	9,171	8,337	——	——	——	——
Shaving Creams, Lotions	1,257	877	3,769	2,097	——	——	1,488	1,943	7,666	7,006	——	——	——	——
Razors, Blades, Shaving Creams, Lotions	——	——	——	——	2,734	2,474	——	——	——	——	5,076	5,951	——	——
Men's Toiletries	——	——	——	——	——	——	——	——	——	——	——	——	——	6,152
Toilet Soaps	4,278	5,073	7,638	7,292	1,883	1,883	7,193	8,636	17,504	14,615	5,150	3,680	5,883	2,846
Dentifrices	4,846	7,785	10,710	10,178	——	——	8,806	9,803	22,166	20,011	——	——	3,596	3,607
Dentifrices, Mouthwashes	——	——	——	——	3,973	1,726	——	——	——	——	7,223	6,501	——	——
Mouthwashes	518	1,080	2,019	3,750	——	——	3,898	1,285	1,178	3,780	——	——	——	——
MEDICINES, PROPRIETARIES	24,751	21,321	38,495	44,603	10,749	10,393	53,478	46,693	69,972	79,164	17,365	20,138	24,114	23,653
Cold Remedies	7,221	5,292	7,770	8,303	——	——	16,655	13,789	12,415	16,738	——	——	——	——
Headache Remedies	5,079	5,892	11,881	11,884	——	——	10,823	9,879	21,618	24,694	——	——	——	——
Indigestion Remedies	5,061	4,012	3,497	3,774	——	——	10,310	9,068	7,510	7,040	——	——	——	——
Laxatives	1,912	1,920	4,458	4,639	——	——	3,031	3,813	8,217	8,413	——	——	——	——
Vitamins	1,693	1,681	4,290	4,772	——	——	4,026	3,719	5,123	8,427	——	——	——	——
Weight Aids	490	560	——	2,864	——	——	1,911	719	1,972	195	——	——	——	——
Miscellaneous	6,333	3,553	9,602	13,720	4,274	5,186	9,120	12,853	15,927	21,096	10,311	9,684	7,204	5,629

*Includes Perfumes and Cosmetics

SOURCES: Television Bureau of Advertising, Publishers Information Bureau, Bureau of Advertising, American Newspaper Publishers Assn.

Note: Totals for Cosmetics, Toiletries and Medicines, Proprietaries include additional categories, beyond those listed in each group.

(Continued from Page 74)

Thorazine and Compazine . . . A major user of direct mail, SKF has also pioneered in use of closed-circuit telecasts for physicians . . . Now preparing to enter the proprietary field with Contac, a cold remedy assigned to Foote, Cone & Belding . . . If you were lucky enough to have invested $9,900 in SKF stock at the start of 1949, it would have been worth $244,013 at the start of 1960 . . . Doremus-Eshleman, Philadelphia, places SKF advertising . . . Estimated ad budget: $7,000,000.

Upjohn Co.—Full-line house founded in 1885 in Kalamazoo by Dr. William Erastus Upjohn, a local physician . . . Pioneered in the hormone field . . . Major producer of antibiotics and vitamins . . . Top volume product today is Orinase, oral antidiabetic with sales in excess of $20,000,000 . . . Second is probably Medrol, Upjohn's entry in steroid market . . . Sales doubled between 1948 and 1958, when company first sold stock to the public . . . Now considering first consumer promotion campaign for vitamins, via McCann-Marschalk . . . Principal ethical drug agency: McAdams . . . Several products assigned to Donald F. Fitzsimmons . . . Estimated ad budget: $5,000,000. ≠

Henri, Hurst Boosts Decker, Names Chadwick Exec VP

Henri, Hurst & McDonald, Chicago, has appointed T. R. Chadwick, formerly vp and account supervisor, exec vp, a new post. At the same time, Arthur L. Decker, senior vp, has been appointed chairman of the board of directors and chairman of the plans board.

for the best in display merchandising

ADVERTISING METAL

VICKS
for all your family's COLDS
Vicks-fast relief for sinus and nasal congestion
Formula 44
VICKS COUGH SYRUP
Vicks-fast relief for head, chest and throat

Visit AMD / Booths 101-103-105-107 / POPAI SHOW

Counter display for Vick Chemical Company designed to fold and ship with all merchandise in position for quick set-up.

- Display designs that solve your merchandising problems and stimulate your sales.
- 40 years of dependable service to leading manufacturers, large and small.
- Permanent displays that keep your products where sales are completed.
- Modern production techniques which give you the most value for your dollar.

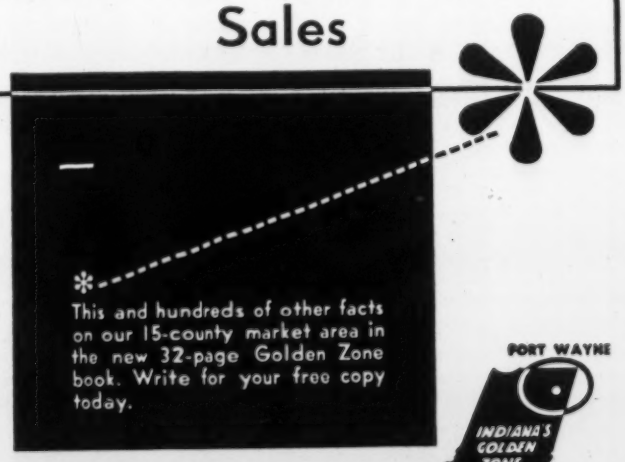
LET'S TALK IT OVER . . .

ADVERTISING METAL DISPLAY CO

designers and builders of permanent merchandisers

CHICAGO 50 / 4628 W. NINETEENTH ST. / Bishop 2-1242 • NEW YORK 36 / 11 W. 42nd ST. / LOngacre 4-8255

403 Wholesalers in Fort Wayne Metro Area Report $332,559,000 Sales


This and hundreds of other facts on our 15-county market area in the new 32-page Golden Zone book. Write for your free copy today.
FORT WAYNE
INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

WATCH THE WOMEN GO BUY!

The local retailer is the man on the scene. And he's the man on the spot, because he's *got* to make his advertising pay off.

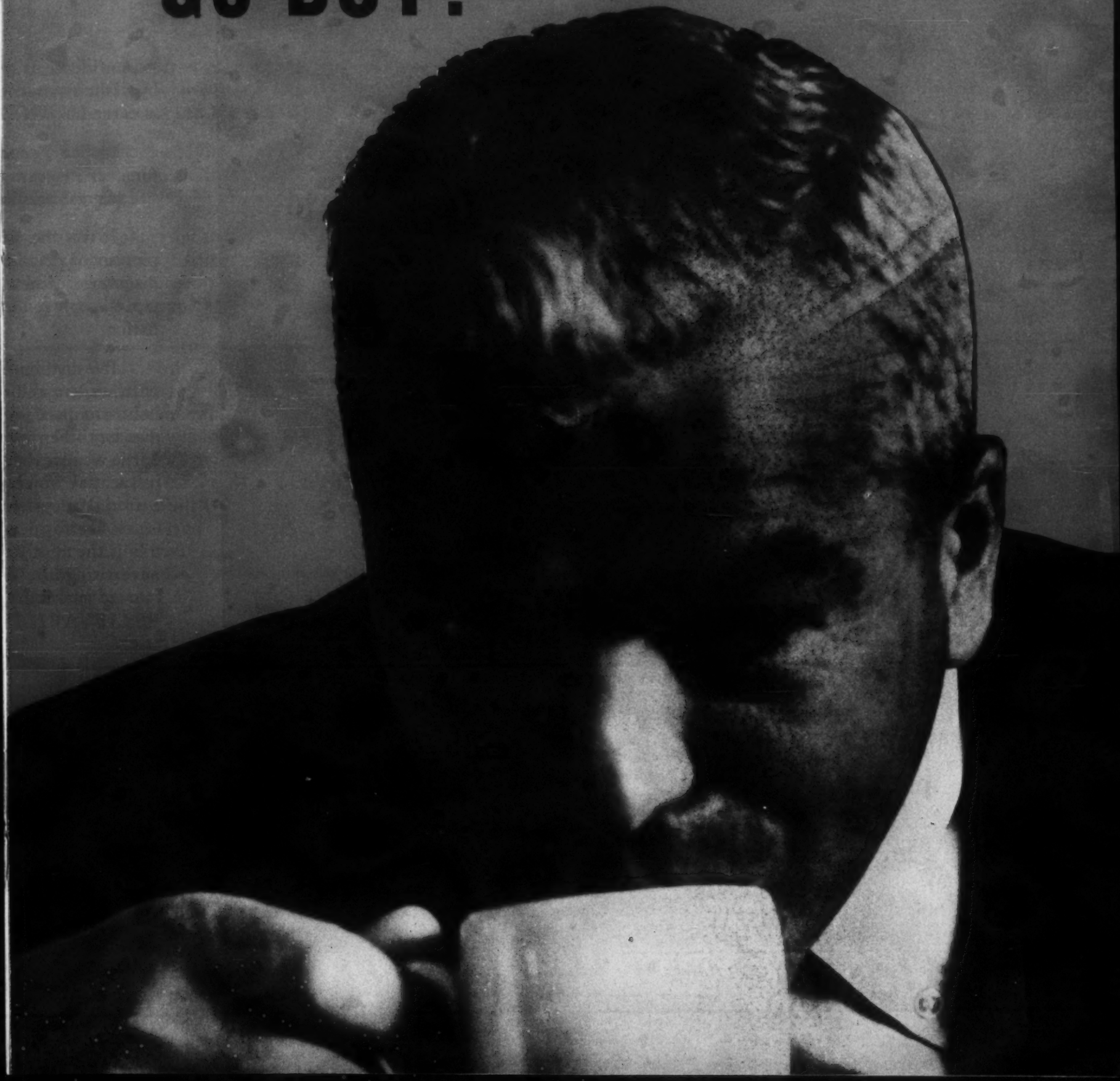
The experienced retailer on the Oregon scene puts his advertising dollars into The Oregonian, because year after year he sees the customers *buy* when the advertising message is in The Oregonian. That's why last year The Oregonian carried more retail linage then ever before . . . the most in 110 years!

the Oregonian

PORTLAND, OREGON

Growing Medium in One of America's Growingest Markets.

Represented Nationally by Meloney, Regan & Schmitt, Inc.



"When men
local respe
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can be sur
confidence

Confidence is n
by cash, promise
is earned by INT

In San Franc
for over 74 years
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It was the fi
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BELIEVABILI

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EX

Tells

Nationally Repres

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nse, consistently place the bulk
vertising in one newspaper, you
e that newspaper has earned the
of its readers."

ot something measured in numbers nor purchased
r premium. It is won with a word—TRUTH. It
EGRITY . . . enhanced by SERVICE.

isco, *one* newspaper, The EXAMINER has
exemplified the journalistic qualities requi-
confidence.

rst great newspaper on the West coast. A
eas. An innovator of better methods. A
talent and the source of many prin-
day by good newspapers across the

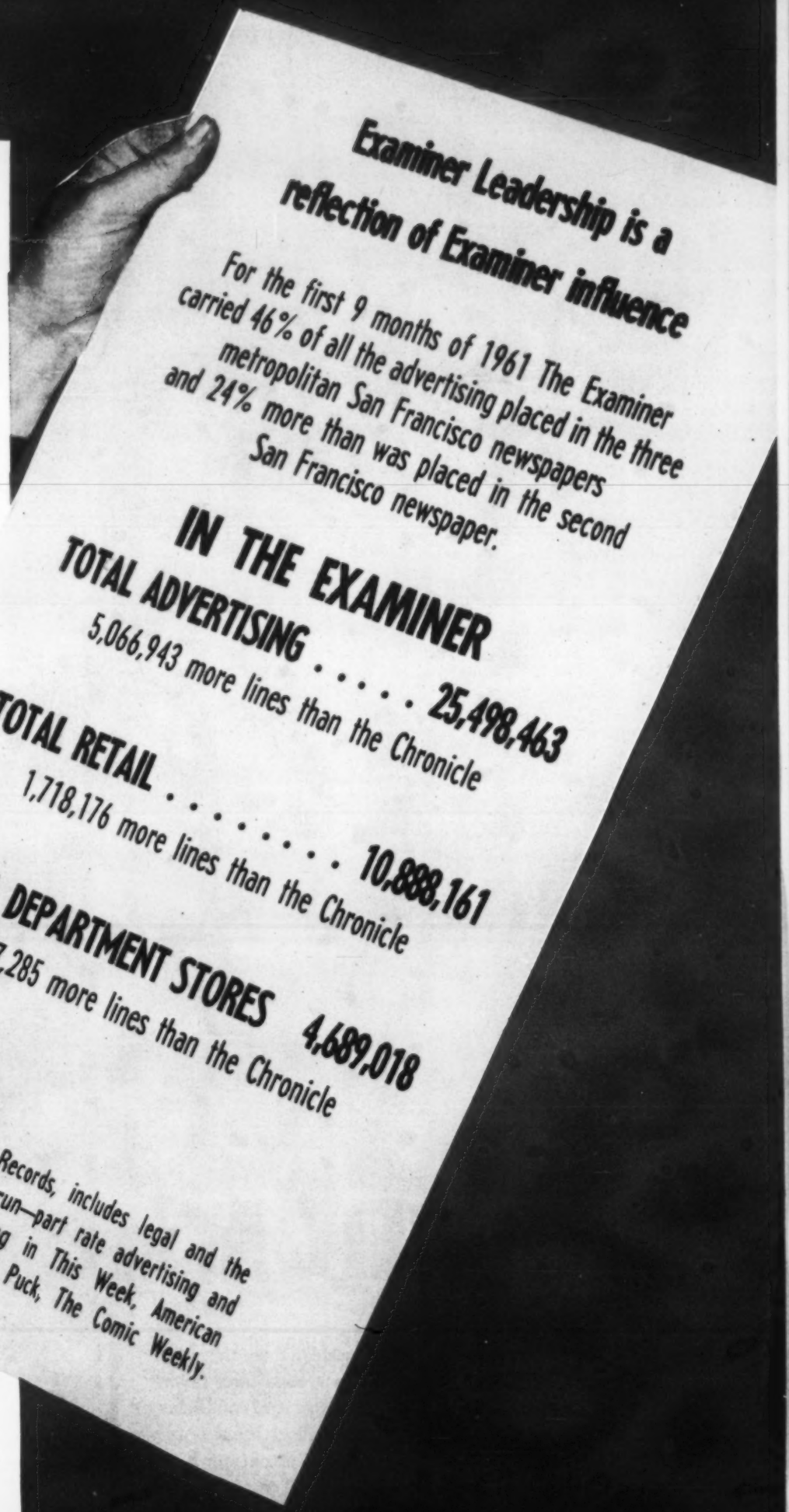
shed by good writing and staffed
editors of national repute and
rnalistic citations and awards
thern California newspaper.
Examiner is the area's most
It is respected for its
and for the believability
s in its columns. And
portant plus for your
Whatever else is built
he results rest on
TY".

ncisco BELIEVES in the

AMINER

More . . . Says It Better!

ented by HEARST ADVERTISING SERVICE, INC.


Examiner Leadership is a reflection of Examiner influence
For the first 9 months of 1961 The Examiner carried 46% of all the advertising placed in the three metropolitan San Francisco newspapers and 24% more than was placed in the second San Francisco newspaper.
IN THE EXAMINER
TOTAL ADVERTISING 25,498,463
5,066,943 more lines than the Chronicle
TOTAL RETAIL 10,888,161
1,718,176 more lines than the Chronicle
TOTAL DEPARTMENT STORES 4,689,018
1,397,285 more lines than the Chronicle
Source: Media Records, includes legal and the Chronicle's part run—part rate advertising and excludes advertising in This Week, American Weekly, Comics and Puck, The Comic Weekly.

A Technique for Producing IDEAS

Where do the moneymaking ideas come from—those ideas which make successful novels, radio and television programs, moving pictures, sales campaigns, and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $2.00 postpaid. *Illinois residents please add 4% (.08c) State Sales Tax.*

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.

Attn: Book Department

Got a New Product (and You'd Better!)? Here's How to Launch It

(Continued from Page 57)

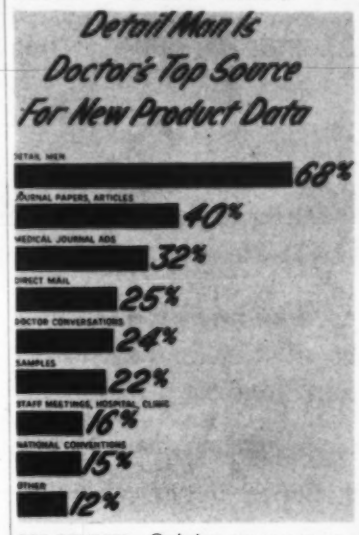
toiletries maker considered the launching of a new product a daring adventure; today the same manufacturer casually plans to introduce six or eight new products a year.

■ But just as the speed has increased, so has the mortality. Possibly one in 20—at best, one in ten—of the new products will succeed. This means corporate losses in money, time and misdirected energies.

However, there are certain protective measures which can be used to increase the life expectancy of new products substantially. One advertising agency, Kastor, Hilton, Chesley, Clifford & Atherton, has built a reputation on its ability to prevent new product suicide.

Henry Kaston Kahn, chairman of the board of Kastor, Hilton, described the agency's new product philosophy and predictions for the future, in an exclusive interview with ADVERTISING AGE. His comments follow:

■ "The first step is to assess present and future product trends in health and beauty aids. Currently we see increasing use of D-Methorphan in cough remedies. This drug, licensed by Roche to various over-the-counter cough remedies, has the property of suppressing a cough the way codeine does, but without codeine's narcotic effects. Moisturizing laxatives are cutting into sales previously held by products using chemicals that functioned through irritant action. Old-line health tonics are giving way to super-charged vitamin formulas.



TOP SOURCES—*Opinion survey sponsored by American Medical Assn. shows per cent of doctors naming each of these sources as a major one for new product data.*

"In the beauty business, semi-permanent or permanent hair colorings and eye make-up are seeing an upsurge of use that can only be compared with the lipstick trend of more than a generation ago. Youthpacks, mudpacks, claypacks, Bee Jelly are *out*." Mr. Kahn emphasized. "Moisturizing creams" and "wrinkle removers" are *in*.

■ For the future, Mr. Kahn foresaw big strides by proprietary drugs and cosmetics via scientific breakthroughs, providing safe new products with efficacy far superior to those now available.

"These will come," he predicted, "through independent research—all too often lacking in these fields—and through lifting of restrictions on over-the-counter sale of existing drugs. And study of birth and death statistics will indicate that infants' and geriatric products have continually expanding outlooks.

"This, then, is the first step for the new product manufacturer: to assess current trends in his field, and to align himself with the tide of the future. The next step is a negative one: *Don't make a copy of a current success.* While it is sometimes possible to 'knock off' a new product, by merely producing a cheaper imitation and riding with the trend, most imitations have a way of languishing on the shelves, while the manufacturer who was first reaps the glory and the gravy. It took 20 years to develop a successful competitor to Tums. When it did arrive, it had demonstrable advantages.

"For a new product to succeed,

LIVELY ACTION...

The Flint Journal makes welcome contact with more than 97,000 families who read their favorite newspaper with keen interest and confidence every day. Advertising, as well as news, is important to them and gets good attention. Your sales messages in The Journal will create acceptance and generous buying activity for your products and services.

people like advertising in newspapers

Metropolitan Area

Population 374,313
Total Income $842,992,000
Retail Sales $471,136,000

Flint Journal Circulation...

97,671 Delivered to 92.1% of the homes in this area.

Sources: 1960 U. S. Census; 1960 SM Survey of Buying Power; Publisher's Statement, March 1961, subject to Audit.

Flint's only daily newspaper

THE FLINT JOURNAL

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

PHOTO BY CORRY

Concentrated COVERAGE where it counts...

Avoid a chilly reception for your product in the decisive markets of New York, Chicago and Philadelphia by using the pre-selling power of FIRST 3 MARKETS' concentrated COVERAGE where it counts most.

By thus concentrating a realistic part of your advertising effort on these 3 outstanding urban sales centers your ads will receive the powerful added stimulus of the finest Rotogravure or Colorgravure reproduction in the FIRST Sections of the FIRST Newspapers of the FIRST 3 cities assuring maximum package and product EYE-dentification.

In New York, Chicago and Philadelphia — which account for 19% of Total U. S. Effective Buying Income — *there is no substitute* for FIRST 3's dominant 54% COVERAGE of all families — a large portion of whom read no other Sunday newspaper.

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

it *must* be superior to the product the customer has been using—not just different, but better. It must offer greater efficacy or convenience that the consumer can observe for herself. Illnesses may remain the same, but new drugs provide relief faster or over longer periods. A clever cosmetics manufacturer, via artful advertising plus product improvement, can increase the acceptability and hence widen the market for his products.

"The advantages of the new product must be apparent enough to a consumer to establish at least a 60-40 preference over the old, in blind tests. Otherwise the consumer will stay with the old product with which she is familiar, returning to the 'old reliable' after advertising or special introductory offers have caused her to sample," Mr. Kahn maintained.

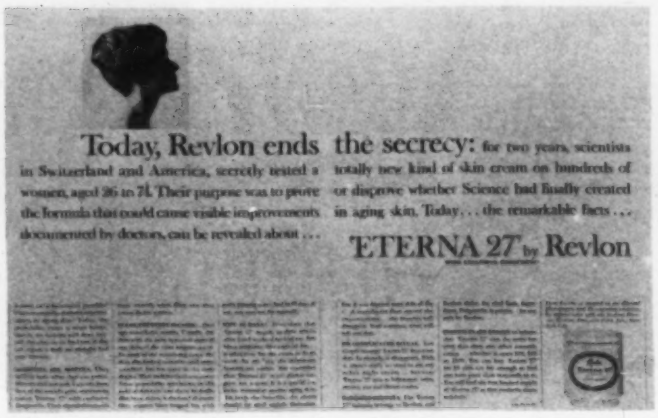
The agency chairman said a successful new product "must be superior enough to convert tryers into repeat buyers. Lack of repeat buying is probably the largest cause of failure of new products. Even a second purchase does not indicate that a customer will come back again and again. Products with little to offer other than novelty often show a high level of initial repeat buying, but very little thereafter. The ultimate volume of a product is going to be closely related to the number of customers who *will* continue to purchase the product over and over again. And the way to win this hard core of customers is to offer genuine product superiority.

"The next stage is advertising and promotion—effective and plentiful enough to get the message over, and to move the product out of the stores. This point can hardly be over-emphasized—for both old *and* new products. Everybody agrees how *Reader's Digest* can hypo an item. The makers of Kent cigarets will attest to that. Yet, several years ago, *Reader's Digest* ran a lengthy article on aspirin. By the time one finished reading this article, he came to the conclusion that it didn't make any difference whether you bought 100 unbranded aspirin tablets for 19¢ or 100 Bayer at 300% higher price, because all aspirins were alike.

"What did Bayer do? They tripled their advertising budget. They put up window and counter displays in thousands of drug stores. Result: Today, even though all aspirins may be alike, Bayer still outsells all others.

"Take Crest toothpaste. The American Dental Assn. added unprecedented backing to this product's previous claim that it reduces cavities with continued use. But it was advertising that brought Crest's 'legitimatized' claim to superiority to public attention rapidly, thus rocketing it into a new orbiting of success.

■ "The next step after offering a superior product backed by proper promotional pressure is: *Offer value*. Price your product so that it represents a genuine value to everyone who touches it—your jobbers, your retailers, and, most importantly, the ultimate consumers.



40-DAY WONDER—*Revlon's new Eterna 27, containing Progenitin, a drug licensed from Ciba, bows in a b&w spread in October magazines, plus heavy drives in other media. Agency: Grey Advertising.*

"Fraudulent merchandise or advertising, after all, has a way of back-firing on its source. Outright fraud—release of untried, unsafe products, mis-labeling, misrepresentation in advertising, short weight—is guarded against by the federal regulatory agencies. But there exists a grey area between illegality and honesty. And here the public is well able to safeguard itself by discarding that which offers only the promise of superiority for the product that really delivers the goods.

"Given a new product, advertising and the proper price, how does management keep development costs at a minimum? Even when proper planning improves the odds for success, the mortality rate still remains very high. The manufacturer must lose as little as possible on each of the candidates that doesn't make the grade in order to work on new products that eventually will make the grade.

"The answer is proper market testing," Mr. Kahn said. "While a few manufacturers, in special cases, have 'gone national' immediately, the right kind of test marketing program is still the best way to spot a winner, to discard a failure while the investment still remains small, and to evaluate the profit potential of the in-betweeners."

■ Mr. Kahn offered this "tested eight-point plan" to control new product costs in test marketing:

1. Bring in the advertising agency at the concept of the product idea. Two heads are better than one.

2. If the product is in a new category, be sure there is a market for it.

3. If the product is in an established market, be sure your product has a real competitive advantage.

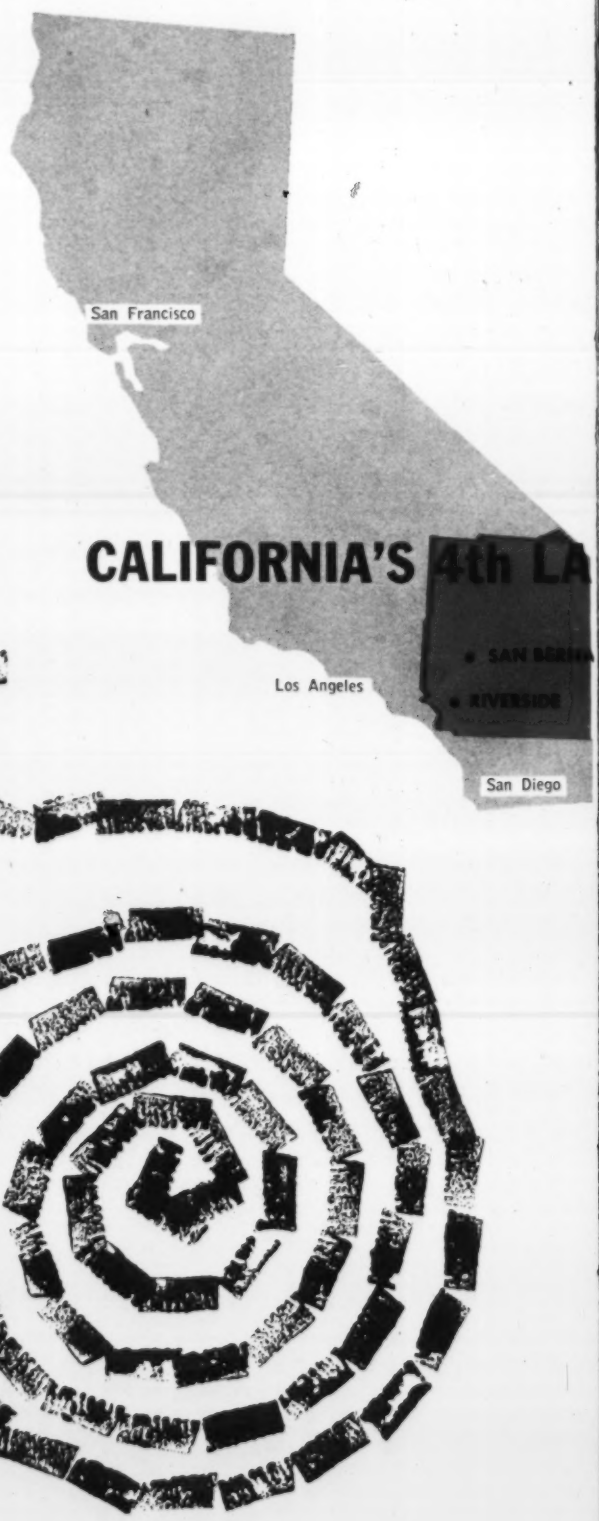
4. Split-run copy rather than market test four campaign ideas.

5. Select markets where immediate costs are as close to national averages as possible.

6. Plan media production well in advance, so you do not get into

HAMMOND-E. CHICAGO (Lake County, Ind.)
A.B.C. City Zone RETAIL SALES, 1960:
$332,525,000
SOURCE: SALES MGT
sell this West Half of the Nation's 50th LARGEST Standard Metropolitan Area through the
LOCAL SALES IMPACT
of
THE HAMMOND TIMES
represented by
Burke, Kuipers & Mahoney, Inc.

YOU CAN'T GET IN



last minute changes.

7. Take advantage of media merchandising.

8. Be sure your goods are in the store when your advertising starts.

■ "Interest in a new product," he commented, "may often be inexpensively tested through mail order advertising. If this is done, the ad should bring back at least a dollar for each dollar spent on the ad. Also, the names secured through these mail order sales can prove invaluable. The purchaser can be called back later to get his opinion of the product, whether he would try it again. Comments by people who paid for a product are much more valuable than from those who get it free.

"One can even test interest in an item in a new field by running ads even before the product has been manufactured. This ascertains whether there is a genuine interest in the product. A great amount of time and money can be saved if there's no interest in the product, and your ad will prove that.

"Starting with the superior product, the agency and the manufacturer first determine the size of the market, usually in factory dollars, and then the share they feel may reasonably be expected due to the product's competitive advantages (share of the market at the end of the test period). For example, if 5% of the market is the target, and the test period is six months, at the beginning of the seventh month, the product should be selling at the rate of 5% of the market for the test to have proved successful.

"The advertising program should be planned on a national basis and scaled down in the test areas. Most often the cost of local advertising is higher than national. Allowances must be made for these discrepancies. It is important to chose cities with average milline rates and average broadcast costs. Cities where costs are too high or too low will throw off results. Cities with forced combination newspapers, or with one tv outlet should be avoided if possible. The reason for this is that forced combination newspapers usually require expense out of proportion to the size of the market. The advertiser has to buy double coverage of the market for each ad. Single station television rates are usually based on what the traffic will bear, rather than on a reasonable cost per thousand," Mr. Kahn said.

■ "One of the most costly mistakes is not to have distribution at store level at least two weeks before advertising starts," he declared. "This means two additional weeks for distribution from chain headquarters to stores, four more weeks for wholesalers to distribute to retailers. No advertising can move goods profitably if they are not in the stores when the customer calls. And druggists don't like to lose a sale when they can counter-prescribe an alternate. Some advertisers feel that advertising before distribution is achieved is advisable, as it develops calls from numerous stores for the item. Our feeling is that the advertiser is merely paying for advertising that is ineffective and increasing his costs in test marketing.

"No fewer than two cities should be chosen for each variable in the campaign to allow for any unforeseen circumstance that would adversely affect the test, such as a large local industry strike, a newspaper strike, unseasonable weather, etc.

"The advertising theme of each campaign used should be chosen from split-run newspaper copy tests. For split-run tests, be sure to use a newspaper with sufficient circulation, so that returns are meaningful. It frequently is necessary to use New York or Chicago newspapers, where one is not running a test, but space costs are infinitesimal when compared with test marketing each campaign idea.

"If an advertiser hopes to make money, or break even on a test market operation, fairly large cities should be chosen—such as Buffalo, Indianapolis, Cleveland, Baltimore, Denver—where larger buying power potential exists. Projectionable tests, however, can be made in cities the size of Harrisburg, Grand Rapids, Roanoke.

"The agency man should visit the test market, make himself familiar with the outlook, and arrange to get early information and movement. Store audits should be set up to start at least four weeks before the advertising begins, to ascertain movement of competition.

■ "The agency can help save money in the merchandising of advertising by getting the local media men to place reprints of the ads in the windows of the outlets, helping secure display, calling on direct buyers, checking back and getting movement information. Media will cooperate in these services if the agency is insistent. The service is there," Mr. Kahn insisted.

"If the product is meritorious, and the advertising effective, some indication of results should become apparent the third week of the campaign. At this time, the agency man plus the brand man, or the owner of the business, should call on outlets, talk to the store clerks about movement, and get consumers' reactions.

"This personal supervision of test market operations by key personnel of the agency and manufacturer is a *must*. Test marketing cannot insure the success of a new product, but it can give management an accurate picture of the odds for or against the eventual success of the item—*if* executives go out in the field to get the actual feel of the operation. Inevitably there will be losing gambles in new product development, no matter what rules are applied. But given sound product research and good packaging, carefully supervised test market programs indeed smooth the road to the great rewards derived from a successful new product." #

Post & Morr Names Trizil VP

Post & Morr, Chicago, has appointed Edwin Trizil, manager of print and outdoor media, a vp.

RGEST MARKET ➧ ➧ A BILLION DOLLAR MARKET

WITHOUT

RIVERSIDE **PRESS-ENTERPRISE***

SAN BERNARDINO **SUN-TELEGRAM****

An insignificant percentage, less than ½ of 1%, of the total circulation of the four major Los Angeles' newspapers, enters California's 4th largest Metropolitan Market, . . . composed of San Bernardino and Riverside counties. This rich, growing market is over an hour's drive from Los Angeles. Only two newspapers, the **San Bernardino Sun-Telegram** and the **Riverside Press-Enterprise,** give you unduplicated, thorough coverage of this vigorous Metropolitan Market that ranks 6th on the Pacific Coast and 27th in the Nation.
It's 14th in gasoline sales. Total 1960 Retail Sales, 1 billion, 200 million dollars.

Here's how they rank in California . . .
1. Los Angeles-Long Beach 2. San Francisco-Oakland 3. San Diego **4. San Bernardino-Riverside** 5. San Jose 6. Sacramento

*represented nationally by Newspaper Marketing Associates

**represented nationally by Cresmer and Woodward Inc.

KSLA TV
SHREVEPORT
LOUISIANA

Ask our reps . . .
Harrington, Righter and Parsons
. . . about the **naturally rich** KSLA-TV market.

How Drug Successes Are Hammered Out: Hard Sell

1. 1ST MAN: Oh, brother. This cold, and my sinuses!
2ND MAN: Haven't you heard about Dristan?

2. ANNCR: Dristan Decongestant Tablets. Modern medical...

3. achievement helps drain all eight sinus cavities, critical areas ...

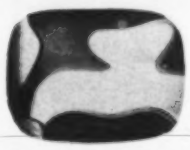
4. of cold's infection. In one fast-acting, uncoated, three layer ...

5. tablet, Dristan, for the first time, combines a decongestant, ...

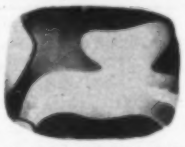
6. to shrink swollen membranes, an exclusive anti-allergent, to...

7. help keep breathing passages dry and clear, pain relievers,...

8. to reduce aches and fevers, vitamin C, to help build body resistance.



9. This is Dristan. Circulating through the blood, Dristan reaches ...



10. all congested areas. Shrinks all swollen membranes.

11. Promotes sinus drainage. This relieves congestion, pressure, pain.

12. Restores free breathing. Today, Dristan is widely imitated, but,...

13. the fact is, the exclusive Dristan formula cannot be duplicated.

14. There's nothing, nothing like Dristan...

15. Decongestant Tablets.

STRONG SELL—*This Dristan commercial, with its "misery," realistic diagrams, and head-pounding audio, made some squeamish viewers squirm, but no one could argue with the sales record it produced. The Whitehall Laboratories product is handled by Tatham-Laird.*

1. ANN: These are doctors' reports ...

2. on hemorrhoids revealing a new medication that relieves pain and itching ...

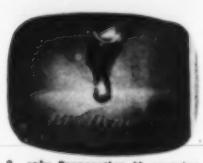
3. promptly, heals injured tissue and actually shrinks hemorrhoids ...

4. without surgery. It's the new medical discovery Preparation H, ...

5. clinically tested, hospital tested, Preparation H.

6. Yes, hospital tests and clinical tests now show prompt relief from pain, ...

7. healing and shrinking of swollen, injured tissues. The secret: ...



8. only Preparation H contains Bio-Dyne the remarkable substance ...

9. that draws the body's own healing oxygen to the painful areas. The medical ...

10. reports prove Preparation H with Bio-Dyne relieves pain and itching ...

11. promptly, heals injured tissue, shrinks hemorrhoids all ...

12. without narcotics, without astringents, without surgery. Now, ...

13. hemorrhoid suffering can cease to be a problem. Remember, doctors' reports ...

14. reveal this new medication shrinks hemorrhoids without surgery.

15. Clinically tested, hospital tested, Preparation H, suppository or ointment.

TV TABOO—*Here is an example of the kind of sell used by Whitehall Labs. for its Preparation H. Since the National Assn. of Broadcasters said the subject of hemorrhoid treatments was verboten on code stations, the line-up of stations carrying Preparation H dwindled. Ted Bates & Co. is handling.*

1. ANN: Did you ever stop to realize how important ...

2. water can be to your health? Particularly if you have an irregularity ...

3. problem. You see, when you suffer from irregularity and have to ...

4. take harsh laxatives, pills or salts they can dry out and irritate your ...

5. delicate tissues. But here's how water can help end your irregularity ...

6. worries. You simply take water every day with Serutan, ...

7. the all vegetable laxative aid. Serutan forms a smooth jell that ...

8. carries and holds water in the lower digestive tract where it's ...

9. needed to promote daily regularity. Serutan provides the proper ...

10. moisture and peristalsis stimulation needed ...

11. to help keep you regular. In medical tests ...

12. patients who depended on laxatives for months and even years ...

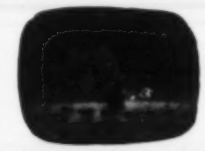
12. took Serutan. Case after case, Serutan taken daily with ...

14. water helped established more normal regularity in a way no ...

15. harsh laxative pills or salts possibly could. So get Serutan today.

REVERSE—*It was Serutan which originally provided the gags about backward spelling of trade names, and for years with Gabriel Heatter the laxative was peddled as good news tonight, particularly for people over 35. Here is the successor, still a good example of traditional proprietary selling with a salesman. Parkson Advertising is the agency.*

1. (Sound of cheering crowd in background) ANNCR: Hey, Willy, Willy Mays,...



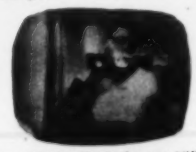
2. have you tried the new Gillette Super Blue Blade?

3. MAYS: Say, hey, I've been talking them up ever since.

4. ANNCR: That's my boy, just try that Super Blue Blade, once,...

5. and you'll get the real inside on shaving speed, and comfort...

6. that believe me, you just can't touch. MAYS: And clean, man, clean.



7. ANNCR: That's for sure Willie, and you get such comfort you scarcely...

8. know you're shaving. Super Blue Blade edges are new, brand new, made by...

9. a process exclusive with Gillette, and the blade fits any Gillette razor.

10. You get a supply of Super Blues with the new Gillette Adjustable Razor.

11. that adjusts to your skin and beard, and gives you the kind of shave you...

12. want with a twist of the dial. Get the Gillette Adjustable Razor...

13. with Super Blue Blades for $1.95, or a dispenser of ...

14. ten for 69 cents, 15 for a dollar. Another Gillette product. Right Guard...

15. Power Spray Deodorant. Two seconds gives you 24 hours protection.

SUPER SELL—*Whether Gillette's hard working commercial for Super Blue blades is hard sell, it certainly sells hard, with some pleasant views of hard hitting Willie Mays and a testimonial to help. A parting shot is for Right Guard deodorant. Agency: Maxon Inc.*

These photographs were supplied through the courtesy of U.S. Tele-Service Corp., New York.

SOMETHING MISSING . . .

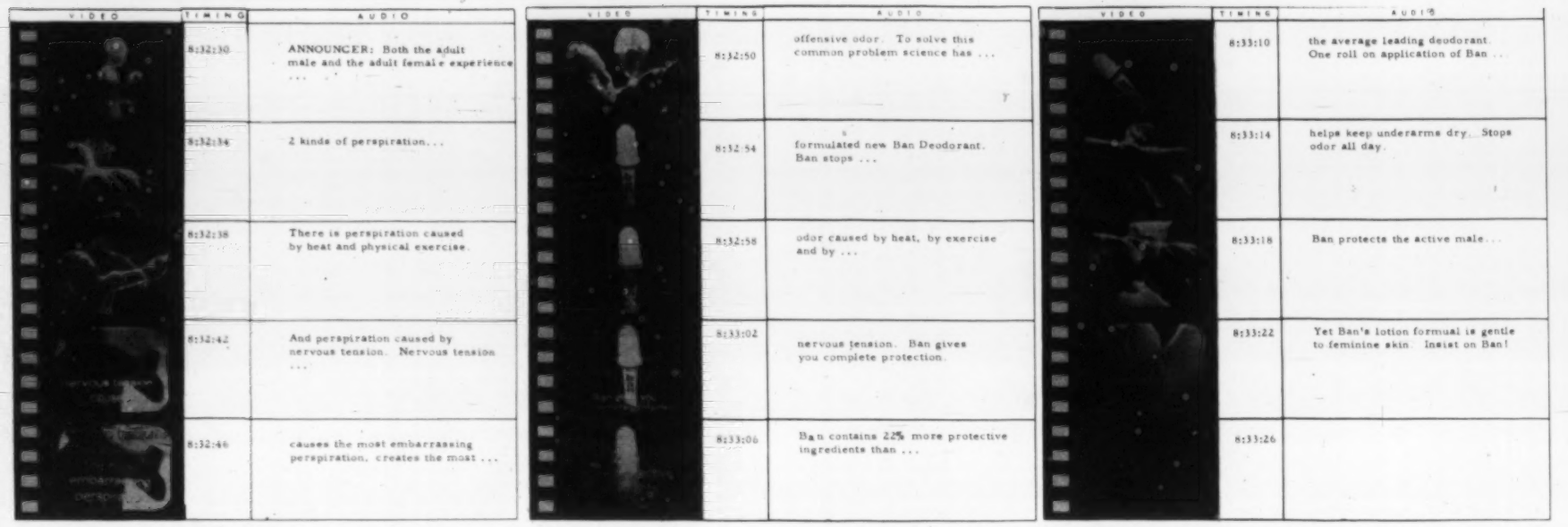
(like California without the Billion-Dollar Valley of the Bees). Your advertising may be going swimmingly in the rest of California, but look at inland California before you leap. Here's a 27-county market with a buying income greater than in 25 different states. And the newspapers that cover this inland market in full strength are The Bees. The Bees also offer three types of discounts.[8]

Data Source: Sales Management's 1961 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA AND ORMSBEE

Three types of discounts: The Bees offer national advertisers discounts on ❶ **bulk** ❷ **frequency;** or ❸ **standard page discounts.**
Check O'Mara and Ormsbee for details.


VIDEO
TIMING
AUDIO
8:32:30
ANNOUNCER: Both the adult male and the adult female experience ...
8:32:34
2 kinds of perspiration...
8:32:38
There is perspiration caused by heat and physical exercise.
8:32:42
And perspiration caused by nervous tension. Nervous tension ...
8:32:46
causes the most embarrassing perspiration, creates the most ...
8:32:50
offensive odor. To solve this common problem science has ...
8:32:54
formulated new Ban Deodorant. Ban stops ...
8:32:58
odor caused by heat, by exercise and by ...
8:33:02
nervous tension. Ban gives you complete protection.
8:33:06
Ban contains 22% more protective ingredients than ...
8:33:10
the average leading deodorant. One roll on application of Ban ...
8:33:14
helps keep underarms dry. Stops odor all day.
8:33:18
Ban protects the active male...
8:33:22
Yet Ban's lotion formual is gentle to feminine skin. Insist on Ban!
8:33:26

BAN BANNED—*Bristol-Myers' Ban commercial above represents the "before" version in a television story where an advertiser changed his selling technique after the National Assn. of Broadcasters code board objected. The board approved subsequent Ban commercials. Ogilvy, Benson & Mather is the agency for Ban.*

'90% of the Ideas Come from Other People' . . .

Abe Plough Recalls His 53 Years in Drug Field

'Healing Oil' in 1908 Gives Way to Today's Aspirin for Children

By Abe Plough
President, Plough Inc., Memphis

This is an unusual situation for me to find myself in today, because as I go back into the background of this company, there is only about 10% or 15% of whatever has been accomplished in this business that is in my atmosphere for the reason that while I had something to do with the starting of this company, we had practically made no progress up until seven or eight years ago. Today I find myself completely surrounded by brains, to the extent that I have got a soft, easy job.

Now, we have about 1,600 people working in this company, so the remarks that have been made here as to this being a big company, I am sure when you hear the rest of my story you will see that it is a combination of chips and whetstones, because when we started out we had to take the little things, such as many of you folks have, and make something out of it.

■ I started this business with $125 borrowed capital from my father, worked in a drugstore after school and got a little experience there and a knowledge of going into the drug business. But the real start that I had—and I am covering some of my personal experiences in the belief that they might still be good today—and all of the knowledge that I have has come from other people, and it is just a question of taking the things that are good and eliminating those that are not so good.

■ With this $125 I bought a barrel of healing oil and had the benefit of Mr. Hilstrom, who was with the Van Vliet Mansfield Drug Co., now McKesson. We made up this barrel of healing oil and started out . . . I found it was tough going. So we would go into a store and I would say to this druggist, "If you buy a dozen Plough's Healing Oil for $2, I'll give you a dozen Sloan's Liniment free," just to have the privilege of billing him. As we developed a little demand, we would give him 11 bottles of Sloan's and then 10, and we finally got down to where we didn't have to give him any at all.

We operate on the principle that business is an evolution and as fast as you get to one standard, you become adjusted to get to another.

We do 85% of our sales on 10 items (we have 75 in the line). We have 65 different items that are very small, and many of them are smaller than the products that you men have.

[At this point the stenotypist reporting Mr. Plough's words apparently missed something of what Mr. Plough said. The missing part appears to have been the start of an anecdote wherein Mr. Plough collaborated with another man in successfully marketing a product named Black and White Ointment.]

. . . while every medicine man feels there is a pot of gold at the end of the rainbow, 999 live in hopes and die in despair because there are very few that hit. It is many times more accident than real knowledge or judgment. So this Black and White was an accident and we saw it advertised and the money just started rolling in. A fellow named William Walden in Atlanta, Georgia, came to me and he said, "I've got an idea." I woke up at two o'clock in the morning. I went into the back room. I had a printing press there and I set up the ads. "I want you to run these ads," [he told me], "on Black and White Ointment." The heading of the ad was, "One Little Pimple May Spoil A Beautiful Face."

We ran that ad . . . This started pulling, and I started getting telegrams and telephone calls, "Why didn't I send more merchandise?" I never dreamed anything like that would happen.

I am telling you this for you to see that, from an evolutionary standpoint, as fast as you become adjusted to one position, you put yourself in a position to move higher and higher. Many of the things that were done then can be done today if you realize the benefit of resourcefulness.

■ We had a man named Charlie Drain who worked from a research standpoint. One day he was in one of our drugstores and saw one of the farmers breaking up an aspirin tablet. He came to me and said, "Gee, I've got an idea. Let's put out aspirin for children."

I said, "You're crazy. Children don't have headaches."

He said, "Give me $15,000 and three years of research and let me try it," which we did and from that imagination St. Joseph Aspirin came, which is one of our leading items. The first three years we had increases of 100% to 200% in sales. While that wasn't so much on a small volume, when you take that for three years and you get established and you become first, you have nobody to blame but yourself if you lose that position.

■ Now, these things that I am telling you I think can be done by many of you people here today. In 1921 we bought the St. Joseph Co. in Chattanooga. We were short on money. You know, in the early days when this business was worth $125, I owned it all; but now since it has grown, I have just got a job, but I like it. I hope the board will keep me . . .

In regard to St. Joseph Aspirin, we bought this Driscoll Medicine Co. from the Hamilton National Bank in 1921 and all they had was St. Joseph Liver Powder. So the patent had run out on aspirin. There was a competitive brand on the market at 25¢. So we decided to put it out for a dime. The way we put the product out, we gave two boxes of St. Joseph Aspirin free with every dozen of St. Joseph Liver Regulator. Well, the aspirin got to selling faster than the liver regulator and then we sold St. Joseph Aspirin and we gave two boxes of the liver powder with the aspirin.

As we moved along in that direction, the first thing you knew the demand for the liver powder eased out completely. This is the way St. Joseph Aspirin was born.

One day a representative of a very large competitive company to St. Joseph came to Memphis and said, "You are just a young fellow." That was 39 years ago. And he said, "We don't want to do anything to hurt you, but this advertising you are running isn't going to get you anywhere."

We had bought seven-line copy . . . We made a deal with 400 newspapers. It averaged one dollar a day, $400 a day three times a week, and gave us a national advertising campaign on St. Joseph Aspirin. This is the adult aspirin.

I said to the man with the competitive company, "I am a national advertiser, $60,000 a year." He said, "Don't you know nobody ever sees those little ads?"

"Well," I said, "I'll tell you why I think you are wrong. The newspapers have told us they will put these little ads on top of the big one; so when they look at your ad, unless you take a whole page, my ad is going to be right on top of yours, so they will see us both."

In any event, we then decided that unless we kept out of the way of the big manufacturer, we could never build this business, that nothing took the place of resourcefulness.

In 1921 we put our first salesman on the road. We were giving these calendars away, but in 1921 he went into a drugstore . . . and said, "Doctor, I'll sell you 100 of these calendars for $6 and I'll give you 60 ten-cent boxes of St. Joseph Aspirin free. It is January now and you won't have to pay that $6 until the first of December. The first of December, after you have sold the 60 dime boxes of St. Joseph Aspirin, you send my

Abe Plough

". . . every medicine man feels there is a pot of gold at the end of the rainbow . . . but very few hit."

Parlays $125 into $45,000,000 Sales

Abe Plough, who started his own proprietary business at the age of 16 on $125 in borrowed capital and mixed the ingredients himself for his first product, Plough's "healing oil," is at 69 president of a $45,000,000 company, Plough Inc., which has doubled sales in the past five years (while earnings quadrupled) and which now has distribution in 50 states and 80 nations. Addressing the Proprietary Assn. at a meeting in New York last winter, the veteran medicine man told about his early struggles in the field, his selling and promotion methods, his deals with druggists and ways of winning their cooperation, the birth of today's best-selling St. Joseph Aspirin for children and his establishment of a 100-man sales force in which the company "lost $5,000,000" before it began paying off—all well spiced with anecdotes from his long and successful career.

Like Casey Stengel, Mr. Plough occasionally does unusual (and colorful) things to the English language. And like Mr. Stengel, he is respected as a foremost expert in his field. Following is the transcript of major excerpts from his talk.

FIRST — *Historical item at company is kettle in which Abe Plough is said to have mixed first batch of Plough's healing oil, when he launched business on $125 loan in 1908.*

Woman's Day

A FAWCETT PUBLICATION

announces

REGIONAL EDITIONS

based on

NIELSEN MARKETING AREAS

To help you attain greater efficiency in critical phases of product marketing, Woman's Day now offers advertisers the unique advantages of ten regional editions corresponding to Nielsen marketing areas.

What are some of these advantages?

1. Balancing media dollars with distribution patterns.

2. Introduction of a new product regionally with ready check on movement.

3. Economical method for bolstering inadequate coverage in weak sales areas.

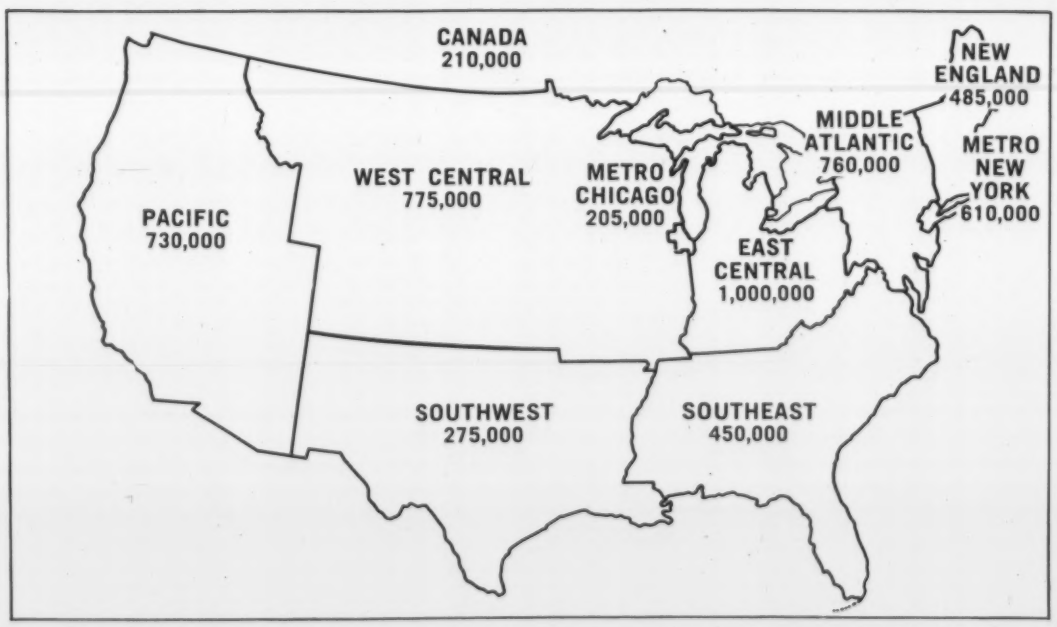
4. Ideal for scheduling advertising to meet seasonal requirements or geographical needs.

5. Opportunity for merchandising locally in a major national medium.

6. A chance for national advertisers to "regionalize" local listings.

In addition, **Woman's Day** continues to offer geographic and regular alternate split run service.

Beginning in March of 1962, Woman's Day will also make available the ability to assess market penetration (by television and magazines) via the new Nielsen Media Service.



Circulation of Woman's Day by Nielsen Marketing Areas

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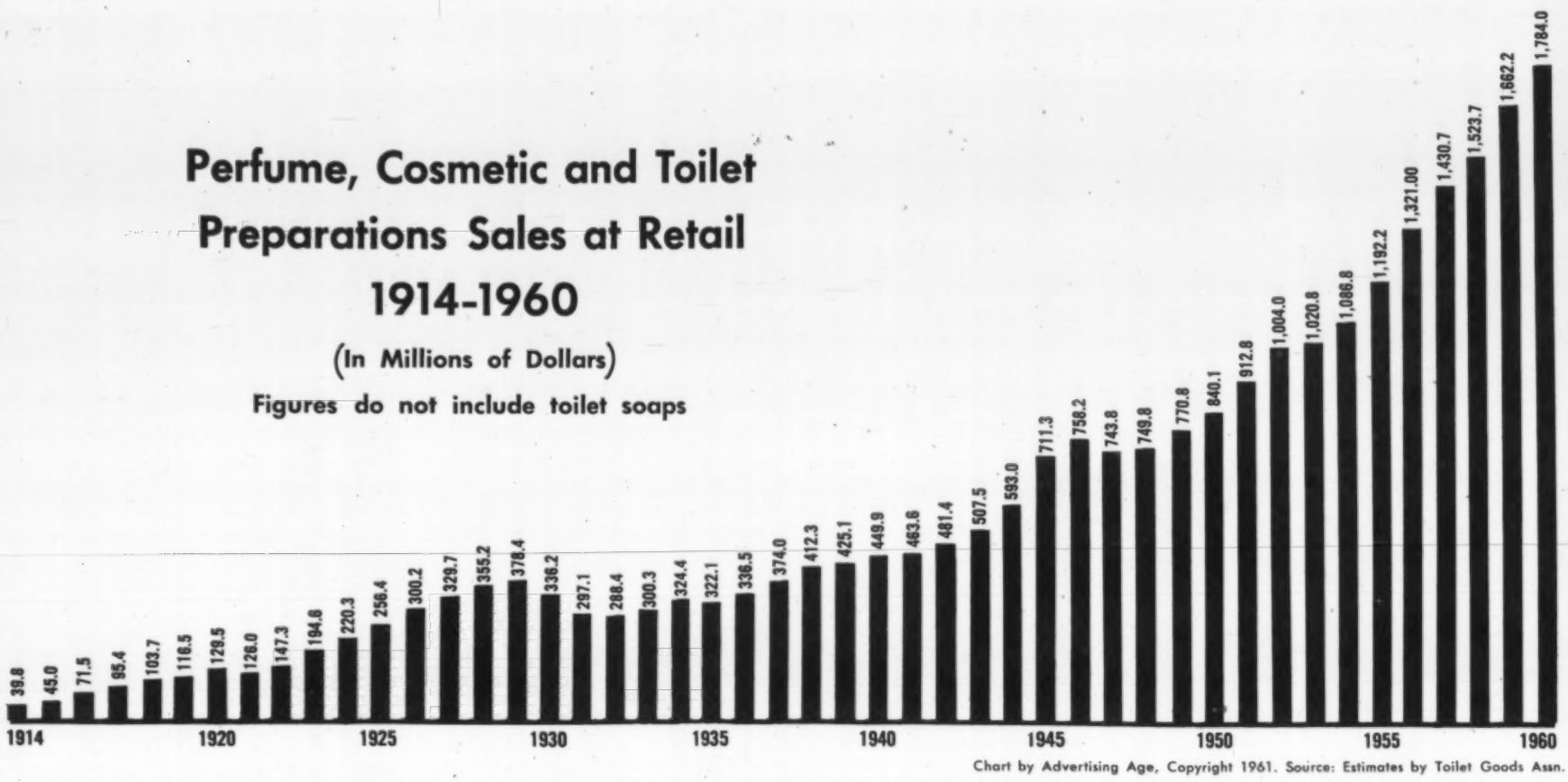


Chart by Advertising Age, Copyright 1961. Source: Estimates by Toilet Goods Assn.

TREMENDOUS GROWTH—*Seldom-interrupted growth of toiletries is climaxed by recent boom. Sales of $840,100,000 in 1950 more than doubled to $1.78 billion in 1960.*

company $6 and you get your name on those calendars and telephone number free." That is the way that calendar was born.

Of course, we have had inflation since 1921 and that calendar now sells for $60 per 100 instead of $6 because paper and everything has gone up. That is in hundred lots . . .

We sell $8,500,000 worth of these calendars a year. That is 72 carloads of calendars a year. We have two presses that work on them every day.

I want you men when you get home or some place to look at that calendar and see how far they will have to go to get to where that calendar is—No. 1. And No. 2, there is no way we could sell a deal of $60 worth of goods and wait until December for our terms because with $60 if the dealer buys 100 calendars for $60, we give him $60 worth of merchandise that we make at retail to cover the cost of the calendars and we ship it all. We manufactured those calendars in our own plant at one time.

So if a manufacturer wanted to print 100 calendars and ship them by himself, there wouldn't be a chance to do that. I am only bringing that up to point out to you that the time element is a factor, to say nothing of the fact that we have got $1,000,000 invested in this printing plant to reduce the cost of this calendar so it is a good deal for the retailer as well as ourselves as the manufacturer.

■ I say 90% of the ideas we have in this business have come from other people with whom I am surrounded. But you can get around and you can get that knowledge and information, and you can know what is going on on the outside. In my opinion, Plough Inc., will go broke if they don't work on the outside, if they don't pay close attention to the 100 salesmen we have on the road. Most all good ideas we have come from our sales force and our research on the outside. They bring us the information that we analyze, how good or how bad it might be . . .

Anybody who will have his name printed on a piece of stationery, that is a retailer (you never lose anything from the jobber, of course, even though we have a large number), we will ship him a $60 order one time. We don't even get a Bradstreet report any more, because the Dun & Bradstreet report you would get would cost you more money than what you lose by simply shipping to those who have their name printed on a piece of stationery.

With the sales force calling on the retailers every three or four months, when you are spending money advertising and creating a demand, what if they don't pay one bill? We don't ship them another.

■ I say to you men where you have a small volume if you try to think of a way to keep out of the path of the big fellow, if you do happen to be right at the first, it can be pretty helpful to you.

To give you the definite reason why we sell on these long terms is that over the period of the last 50 years most of the depressions happened in the middle of the year, around July. So if we have got a volume and our profits in the first six months and the last six months happen to be bad, we have got accounts receivable and we have got our profit and we have a dividend for the year in the first six months and we can keep going. I don't think there is anybody else in this business that goes down to the grass roots as we do, to do business.

When I started in this business some 52 years ago, 50% of the people were in the country and the other 50% were in the city. So it wasn't so hard to go to the country towns and get business. But today there are 30% in the country and 70% in the city. So we have had an evolution take place where we have had to shift our business with the times to the cities. The only way we could do it was through advertising.

Now, it took us 32 years to get 9% of the volume that we have today. I am pointing that out to you so that you will understand that without persistent application of the right kind of method and keeping everlastingly at it, you can't move, you can't do anything about it. There are many things that you men can do that we can't do today because operating on the scale that we are, as you get big you have too much system. Now, when the business was little, I had everything in my vest pocket, my books and everything. I knew how much I was worth every night, and it was pretty easy. But then you get on a scale where you don't keep up with those things, and many of the things you men can do, and I'll tell you a few of them before we leave here today.

■ I am telling you some of the inside operations of this company. The reason I am doing it is because there isn't any secret as far as success is concerned. It gets down to two words, and they are hard work. For instance, we don't have many competitors that go to the women's reformatories, the prisons, the hospitals. We sell the prisoners over the country. The guy in the penitentiary today, if he gets onto the use of our products, when he gets out of jail he is still a customer. And his money is just as good as anybody else's.

So when you work from that standpoint and you are getting in where your competitor doesn't go, you carve out your own destiny. There isn't a man in this room who has got a small business, who, if he will talk with his customers and his people, can't find a way to build those items, because it takes naturally three things. It takes merchandising and advertising, and a little capital on the side, just in case you happen to be short, to make both of those things tick.

But somehow or other, you get breaks. For instance, we were shipping millions of cans of Penetro into Central and South America. I said to our foreign man, "Go down there and see what they are doing with all the samples. We don't seem to sell them any."

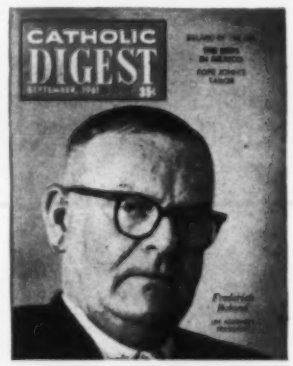
He came back and said, "I'm ashamed to tell you, they have been selling them for a nickel apiece. But I brought back orders for 10,000 gross, because I knew you were going to say to me, 'Why didn't you sell them if they are retailing them?' "

■ We had a big competitor who was selling the same size for 15¢. All you men know this big competitor pretty well. I happened to meet him and he said to me, "How can you sell a can of Penetro for a nickel when we get 15¢ for the same size can?"

I said, "Well, 20 nickels make a dollar and we have to work harder to get a dollar than you do."

Now, 93% of the population of the world is in foreign countries. When you build a business in America, by the seepage system you get volume coming into these foreign countries. In that way we have been able to build a sizable foreign business. In my opinion, success is not automatic. The opportunity that exists in the drug field is, of course, different today than any other period in our life-

Big.
1st in Illinois in ROP Retail Color
..AND STILL GROWING
FASTEST IN ILLINOIS!
REMARKABLE ROCKFORD
. . . the number one spot in Illinois still continues to grow. Typical are new $15,000,000 campus for century-old Rockford College . . . one new multimillion dollar high school in 1960 . . . another in '61 . . . and a third being readied for 1962 — for a top-flight school system long known for its excellence. More schools to serve a growing community! Good schools for a better place to live. Rockford has 'em! . . . and the newspapers with which to reach Remarkable Rockford's families are . . .
ROCKFORD
MORNING STAR & Register-Republic



"SPECIAL INTEREST" MAGAZINE OF
AMERICA'S FASTEST-GROWING
FAMILY MARKET
Total Catholic households are growing twice as fast as all others — over 35% increase in 10 years, compared to 16.6% U.S. average! CATHOLIC DIGEST, over 750,000 net paid, is edited for thorough family reading . . . contains 25 to 30 articles each month from the world's finest magazine, newspaper and book sources. At $1.75, CATHOLIC DIGEST'S cost per 1000 is one of the LOWEST in the entire magazine field. To sell MORE to *more households*, get all the facts on this special-interest publication.
CATHOLIC DIGEST
Advertising Office
44 E. 53rd St., New York 22, N.Y.
Telephone PLaza 3-0828

time, and different people are successful in different ways.

I thought I saw my friend Dan Pinkham there. He has built a business, he and his associates. They don't have a sales force. The chances are they can spend 45% or 50% advertising and make a profit. We can't do that. We can spend 35% advertising. We can spend 110% of sales cost. We can have a 30% merchandising cost, maybe 10% overhead and have 15% left; but instead of having a sales force, he puts his money in advertising. That is the proper way to do where you have got a business where you can't afford to travel 100 men, because those 100 men cost us $2,000,000 a year to travel.

I don't mind telling you that we lost $5,000,000 before we got our sales force on a successful basis. When we started out with a sales force, it cost us 28%. We knew if we ever got under 10%, we would find ourselves in a position where the sales force could be successful.

■ We had the same thing with this calendar. We lost $1,500,000 on that calendar in the early

BIG PROMOTER—*Plough's 1961 calendar, featuring $25,000 contest, is big promotion gun. It's sold to druggists for $60 per 100, with their name and telephone number imprinted. Abe Plough reveals he lost $1,500,000 on calendars in early stages, now sells $8,500,000 worth of them annually.*

stages, taking all the profit we made before we got it out of the red.

Now, [we have] 100 salesmen calling on 1,000 retailers and jobbers every day and spending advertising to move the products . . . I think no doubt you already know this, along the lines that we think, that every dollar of merchandise that is in the drug stores, even though it is bought and paid for, is our merchandise until the consumer buys it. If you don't move that merchandise off the shelf, you will find it coming back to you. I say that to you because when you figure out the important things, it is advertising first, the proper merchandise costs, the proper sales cost if you have a sales force, and the profit you have left.

We don't want to make over 15% on our sales, and if we have over 15%, we spend it in advertising. We increased our advertising this year as a result of that principle and that policy—$3,000,000 more than last year. So if we have any weaknesses, it is in advertising and we try to keep out of the path of our competitors because after it is all said and done, your competitive situation is something you have to deal with . . .

■ We bought Creolin from Merck & Co. a couple of years ago. It is on a very low basis. You notice on the back of that calendar we have Creolin advertised. It may be five years, ten years, 25 years before we get it moving by persistent application of the right sort of method and never overlooking the fact you never stop selling from an advertising standpoint and you don't have to have a lot of money to do that.

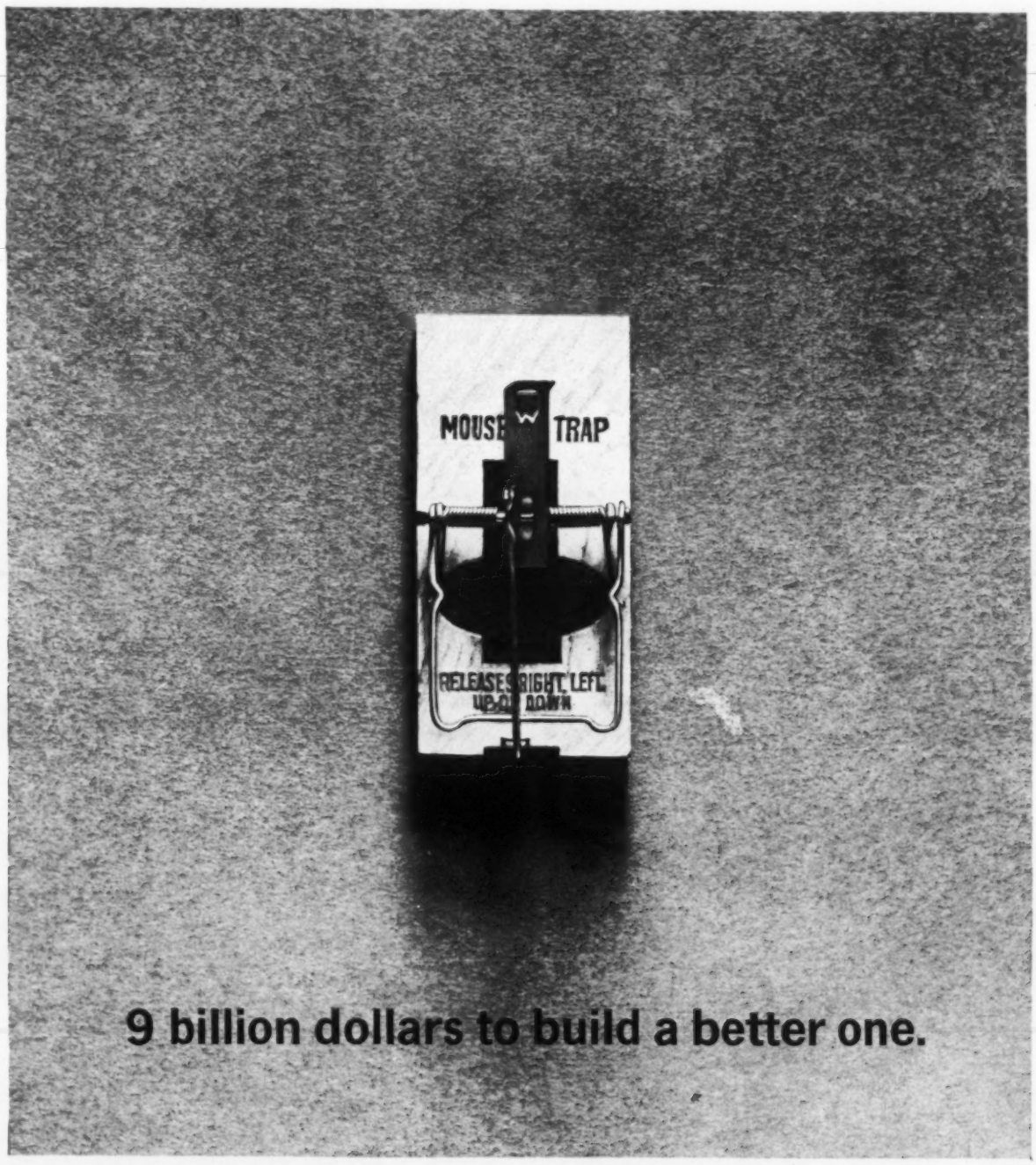
So you can appreciate the things that we do from a cooperative standpoint. For instance, we have 33,000 druggists, which is 60% of the druggists on our books. We do everything we can to give them a profit. These 33,000, when they run out, many of them buy from my friend, McKesson & Robbins, and the other 22,000 that we don't sell, buy from McKesson. The demand is there and the jobber is in a position to be very helpful and do a lot for you. Now, when you get an intensified demand, we will

(Continued on Page 92)

AD AGENCIES — PUBLISHERS — ART STUDIOS

Gain the prestige of
YOUR OWN OFFICE BUILDING
Park Avenue at 31 St.

Remodeled brownstone, fully air conditioned and partitioned, 3200 square feet plus large storage basement. Large private yard and flagstone patio. Built-in electronic intercom system.
Very reasonable rental, 5 year lease
BROKERS PROTECTED **MU 3-3000** **Mr. Waters**



9 billion dollars to build a better one.

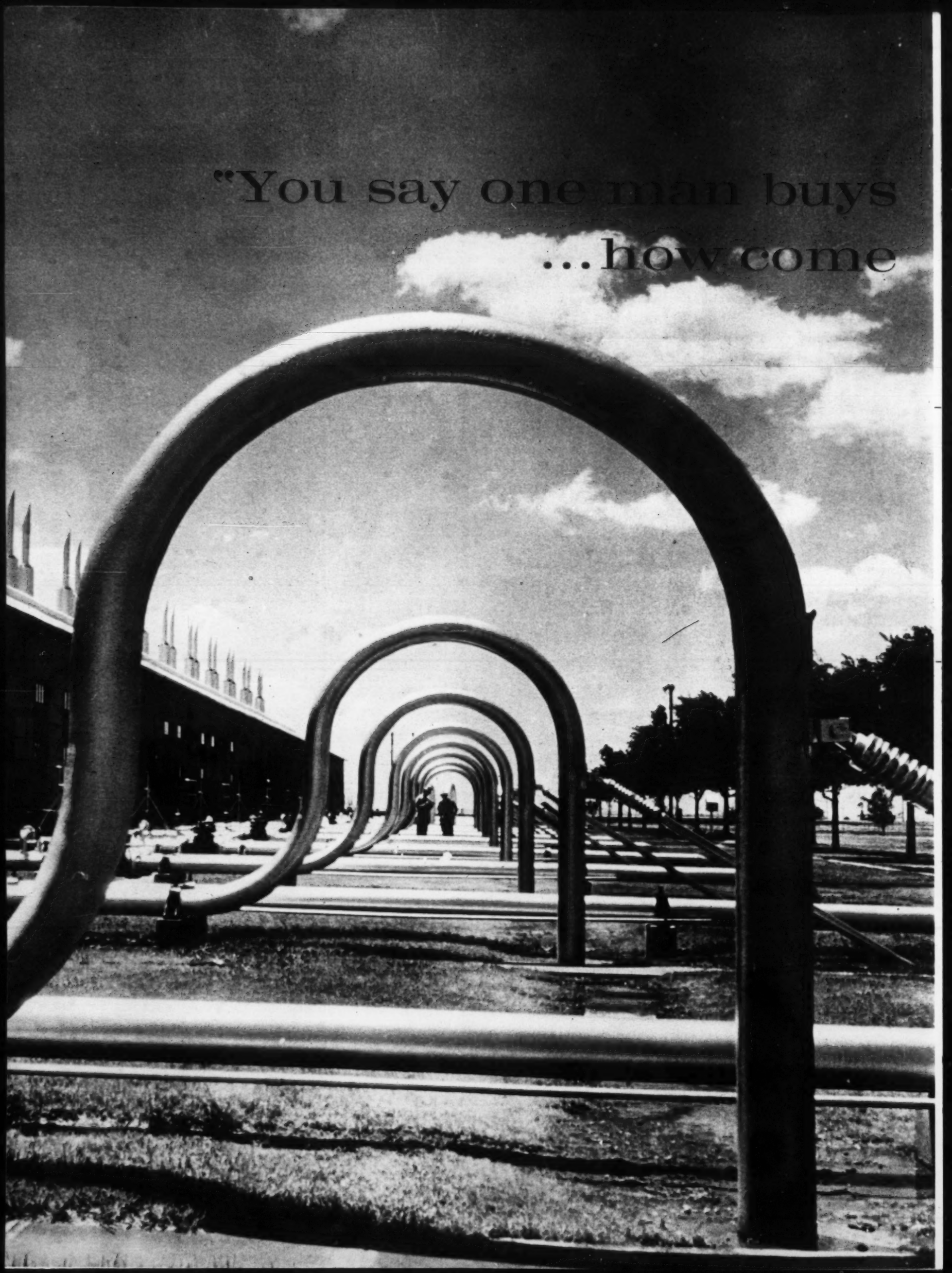
We're living in a needing, buying, growing America—a time for new and improved products and services—the creation of new jobs. More than ever, a businessman with an idea, with the urge for something better will move ahead with our expanding economy.

But after the idea, what follows can be a costly period of research and development. Not necessarily—if you use the immense 9-billion-dollar fund of research and patent information that's available at your U.S. Department of Commerce. Think of the saving—in time and money.

For example: there are reports on extensive research by your Government in new products and processes. A translation of data on inventions and discoveries abroad—information on over 3 million patents—a fortune in patents owned by your Government. All this is yours—for your use and your benefit.

Take advantage of the many ways in which your business can grow. In developing new products and services. In the lucrative foreign markets. In new U.S. markets. In attracting new industry to your local community. Just phone or write the U.S. Department of Commerce Office of Field Services in your city, or Washington 25, D.C. Your U.S. Department of Commerce is always ready to help you grow with America!

NOW'S THE TIME TO GET GROWING IN A GROWING AMERICA!


"You say one man buys
...how come

for this CPI plant, Don I see two men in the picture?"

ONE KIND OF MAN, and more and more of *his kind*, are your most-wanted men, as technology becomes increasingly sophisticated in the Chemical Process Industries. They are the CPI's *technical decision-makers*. This intriguing picture of Cities Service Gas Company's new Compressor Station at Guymon, Okla. will help explain why this is so.

CPI facilities are typically untypical. No conventional plant this, but a highly involved complex of process, flow and control that demands technological acumen to design and build, to equip, to operate. Obviously, only *technical decision-makers* (usually chemical engineers, although their degrees may be in other engineering fields or even chemistry) possess the competency to live happily in this rarefied environment. Theirs is the ability to communicate technical necessities, to counsel and consult with associates to help produce profits.

And what is buying but an integral part of profit-making? Particularly, when here in the CPI today, it has multiplied itself into a $55.3 billion-per-year capital investment. This is $250 millions' worth of buying each working day . . . technical decisions made at that critical point where engineering and economics hit head on. This, for sure, is your point-of-sale; and this, for sure, is the one CPI publication to put you there . . .

CHEMICAL ENGINEERING

A McGRAW-HILL PUBLICATION 330 W. 42d ST., NEW YORK 36, N. Y.

WHAT MANNER OF PLANT IS THIS? You're looking at expansion loops at the Cities Service Gas Company's straight compressor station in Guymon, Oklahoma.

(Continued from Page 89)

say in Baltimore or whatever town you might be in, then you take the next town that is close by . . . There isn't anything that takes the place of resourcefulness.

It took us 47 years really to get to the point where we had any recognition to speak of and during that time there were so many things that were brought to our attention that we had, that we are using today, and still they are not really new. For instance, there are thousands of prisoners in the state prison in Texas. There are 7,500 hospitals in America. There are so many ways and places that you can get busy if you get out on the outside and explore these things to the extent of finding out what fits into your business and keep out of the way of your competitor and protect yourself against situations.

■ One of the things that I did early in life, I made a deal with a paper house to print the advertisements that we run in the newspapers on wrapping paper and over the top of these ads we would put the dealer's name. We would say to the druggist, assuming he would be friendly and we would get this man to where he was cooperative, "I'll sell you this paper for 10¢ a pound. It costs you 20. You cut your wrapping paper expense in half."

Now, we did that and we were selling a carload of paper a week. The only reason we quit it was we weren't printing the wrapping paper and we like the calendar idea better than the wrapping paper idea. Or you can buy paper bags and sell them to the dealer on the theory if business is tough and expense is an important part of his business, show him how to get the expense at a reduced price or get it for nothing. . .

But I want to say that around what I am telling you, without the helping hand of 1,600 people and without the cooperation of 25 to 40 department heads, we could have never attained the position that we have. While we have made numerous acquisitions and mergers, I am more interested in people than I am in companies, because you can build your business if you have people of brains around you, and if you have people in your organization or you have a good mind, all you have got to do is exercise it and use it and work it to the point where you find a better way to do the things that you are doing.

■ There are three things we think have been quite helpful to us. They have been helpful because people around us have used them to a great extent: that is, initiative, enterprise and persistent application of the right method, and to always remember that businesses are just people. When one loses the fact that faithful cooperation is the thing that they need and when they don't recognize that it brings mutual success, everything is lost, because you have to get the people around you to help you do a job, whether it is on the inside of your business or the outside.

More than anything else, and the thing that I think we should all remember, is most all the knowledge we get is what we learn from other people. If my experience today has been of any benefit to you, I am pleased.

* * *

Following Mr. Plough's talk, a question-and-answer period included the following dialog between Mr. Plough and Joseph Cohen, vp of advertising at T. R. Gibbs Medicine Corp., Washington:

Mr. Cohen: Can you please explain what is the best approach in bringing a new product into an entirely new market, a product unknown, unestablished, having complete distribution in a given market—a city such as Washington, D.C. What would be the number of spots, the number of days to hit the air, the length of the spot, and what should be the continuity in bringing the identification of this new product which is now distributed in that market?

■ Mr. Plough: In the first place, it depends on the product. You may have a product that caters to women more than to men.

You take St. Joseph Aspirin for children, we would rather give it to the women than the men. Now, we would not make a test in a town the size of Washington unless we had sizable volume. For instance, we are working on a new item and making two tests. In one town we are taking radio and in the other town we are taking newspapers. We don't think that anything takes the place of continuity of insertions. After we try each one of those towns, then we will take a town and use radio and newspapers together. Of course, radio and newspapers together, in my opinion, are better than either one.

For instance, when you have newspapers in a town, we will say like Memphis, having a morning paper and an afternoon paper and you can get a combination rate and you run in the morning one day and in the afternoon the next; you only have to run three ads to be in the paper every day in the week except Sunday. Of course, I think the big problem with testing is most advertisers become impatient.

We are making a six months' test in a market on a certain item and we are running every day. We have got distribution on that item and we will chart that. We have the country divided up into 281 districts, and in that one district we will know how much we do and how much it will cost. Of course, if you have a product that gets general demand in Washington and it is in all the drug stores and you have a reasonable amount of turnover, it is easy enough to take even Washington as a test; but if I were doing that and had a demand in all the drug stores and had distribution, I would maybe take all the newspapers for three months, one or the other first, and find out which one would be more effective. So whatever you do in Washington you can do in every town in America, because people are the same everywhere from the standpoint of the purchase of the type of products that we have.

■ Mr. Cohen: You mentioned three months, Mr. Plough. Why three months more so than, say six, weeks, eight weeks, whatever it may be?

Mr. Plough: I think it is only the continuity of advertising that pays off. I think when you stop, you are lost . . . every time you stop for six or eight months, you lose that much momentum and time.

Mr. Cohen: We don't have enough money to spend.

Mr. Plough: Then, you should go to a smaller town and not take Washington. You see? For in-

(Continued on Page 94)

LINE-UP OF LEADERS—*Plough Inc. does 85% of its sales on ten items of 75 in the Plough line, including some of the leading products which are shown here.*

CIRCULATION QUALITY AND ACCURACY

Family Physician HALLMARKS

℗ Quality and Accuracy are traditional with *GP*—in all its departments. These same high standards governed the development of *Family Physician*. But we encountered difficulty in applying them to circulation, because we discovered that no commercial mailing list completely met our rigid standards of Quality or Accuracy.

℗ So we set up a comprehensive program to build our own circulation list, to assure our advertisers of complete, no-waste coverage of the general practice market. Verifying available lists against AMA Directory data and making use of Post Office checking facilities, we spent the spring and summer culling, correcting and revising—eliminating deceased doctors, running down changed and faulty addresses, dropping discovered specialists. Erroneous data ran as high as 30 per cent in some areas.

℗ As a final control we used our own state chapters, which constantly screen the medical population for potential new members. There we turned up over 5,000 additional readers who, as far as we know, appear on no other general practice mailing list. Beginning with October, advertisers will receive the benefits of this augmented circulation ...as a bonus, with no increase in rates.

℗ As the next step, we have engaged Politz Media Studies to assess the qualitative side of our readership . . . to paint a statistical portrait of the *Family Physician* reader and his practice, so we may know him as surely as if we had spent days in his office. This composite image will be made available to you at the earliest possible date.

℗ In the meantime, be assured that Quality and Accuracy are cherished as jealously in *Family Physician* as they always have been in *GP*.

THE AMERICAN ACADEMY OF GENERAL PRACTICE

PUBLICATION OFFICE: KANSAS CITY, Volker Boulevard at Brookside, Kansas City 12, Missouri, *Telephone:* 816 + JE 1-0380

SALES OFFICES: NEW YORK, 33 Lincoln Avenue, Rutherford, New Jersey, *Telephone:* 201 + GE 8-7181

CHICAGO, 7530 North Sheridan Road, Chicago 26, Illinois, *Telephone:* 312 + RO 4-5658

LOS ANGELES, 266 South Alexandria Avenue, Los Angeles 4, California, *Telephone:* 213 + DU 5-3991

GREATEST "NEW WORLD" SINCE COLUMBUS!

seventeen

The SEVENTEEN World is a world of teen interests...of clothes, careers, cooking, education, fiction and beaus. Here, teen-age girls find the understanding and friendly guidance they crave. And they respond with deep devotion and complete confidence. In this ideal climate, advertising messages produce amazing *buying action.* America's 10¼ million teen-age girls buy far more merchandise from SEVENTEEN than any other magazine!* That's why more and more advertisers are using SEVENTEEN. Have you discovered the Wonderful New World of SEVENTEEN?

**Gilbert Youth Research*

it's easier to **START** *a habit than to* **STOP** *one!*

SEVENTEEN MAGAZINE, *320 Park Avenue, New York 22 • PLaza 9-8100*

LEARN HOW **SEVENTEEN's** UNIQUE SISTER PUBLICATION, **SEVENTEEN-AT-SCHOOL**, CARRIES YOUR ADVERTISING INTO HIGH SCHOOL HOME ECONOMICS CLASSROOMS.

Leading Drug and Cosmetic Advertisers, 1960

Measured Media Expenditures

RANK	COMPANY	TOTAL	% of Total Dollars: News-papers	Gen'l Mags.	Farm Mags.	Bus. Pub.	Net TV	Spot TV	Out-door
1	Procter & Gamble Co.	$109,562,745	3.9	3.2	—	0.2	42.4	50.3	—
2	American Home Products Corp.	54,824,858	6.3	12.4	0.5	2.2	60.9	17.2	0.5
3	Lever Bros. Co.	52,518,182	9.6	5.9	—	—	53.6	30.9	—
4	Colgate-Palmolive Co.	41,411,194	11.0	6.6	0.2	0.3	54.3	27.6	—
5	Bristol-Myers Co.	29,163,564	6.4	21.6	—	0.1	36.9	34.9	0.1
6	Sterling Drug Inc.	21,782,851	8.1	9.1	0.6	1.7	70.5	10.0	—
7	Miles Laboratories	19,699,214	6.8	3.9	—	2.7	44.8	41.2	0.6
8	Gillette Co.	19,343,654	10.0	6.5	—	—	62.4	21.1	—
9	Warner-Lambert Pharmaceutical Co.	16,798,421	7.3	18.9	—	3.8	32.5	37.5	—
10	Revlon Inc.	12,382,045	12.0	34.4	—	—	34.1	19.0	0.5
11	Armour & Co.	11,482,057	17.9	32.8	1.6	2.6	34.7	8.4	1.0
12	Alberto-Culver Co.	10,064,198	—	—	—	—	87.7	12.3	—
13	Carter Products	8,704,207	3.4	3.3	0.2	6.6	70.9	22.2	—
14	Johnson & Johnson	8,518,353	20.3	21.3	0.8	—	50.5	7.1	—
15	Scott Paper Co.	8,456,662	10.5	22.3	—	1.9	47.5	17.8	—
16	J. B. Williams Co.	8,351,389	6.5	0.1	—	—	91.4	2.1	—
17	Richardson-Merrell Inc.	7,818,751	14.1	17.7	7.4	2.1	30.4	28.3	—
18	Kimberly-Clark Corp.	7,552,260	14.4	31.7	0.2	5.8	46.7	1.2	—
19	Chesebrough-Pond's Inc.	7,365,730	12.1	42.5	—	1.5	24.2	19.7	—
20	Helene Curtis Industries	6,350,994	18.1	12.9	—	2.1	51.7	15.2	—
21	Block Drug Co.	5,579,365	—	0.5	—	0.2	93.9	5.4	—
22	Plough Inc.	5,293,251	29.1	16.3	0.3	—	21.2	28.6	4.5
23	Norwich Pharmacal Co.	5,121,726	9.8	17.5	1.4	14.4	5.8	51.1	—
24	Avon Products	4,846,286	—	16.7	0.8	—	—	82.5	—
25	Shulton Inc.	4,530,531	20.8	65.3	0.3	0.4	3.0	8.0	2.2
26	Mennen Co.	4,523,598	10.9	7.5	—	—	35.9	45.7	—
27	Andrew Jergens Co.	4,446,655	13.4	23.6	—	—	9.0	54.0	—
28	Noxzema Chemical Co.	3,687,189	15.7	16.5	—	0.5	51.7	15.6	—
29	Max Factor Co.	3,611,653	4.4	34.4	—	—	7.1	54.1	—
30	John H. Breck Inc.	3,529,934	6.8	48.2	—	6.7	37.5	—	—
31	Mead Johnson & Co.	3,355,088	42.2	42.4	—	13.4	—	2.0	—
32	Beecham Products	3,271,013	—	0.5	—	—	85.5	14.0	—
33	Rexall Drug & Chemical	3,521,250	30.1	24.7	0.6	—	34.2	10.4	—
34	Maybelline Co.	3,192,713	12.0	19.6	—	3.1	—	66.3	—
35	Helena Rubinstein Inc.	3,045,660	44.1	7.4	—	—	—	48.5	—
36	Lehn & Fink Products	2,677,210	9.0	63.8	—	—	13.4	13.8	—
37	Drug Research Corp.	2,588,665	18.8	9.2	—	—	7.2	64.8	—
38	Pharmacraft Division of Distillers Corp.-Seagram Ltd.	2,556,643	9.8	27.8	—	—	—	62.4	—
39	Tampax Inc.	$1,981,452	35.5	64.0	0.5	—	—	—	—
40	McKesson & Robbins	1,978,093	24.7	57.8	0.5	4.5	—	9.9	2.6
41	Associated Products	1,926,751	2.3	2.5	—	—	—	95.2	—
42	Lanolin Plus Inc.	1,801,674	2.3	6.7	—	—	6.4	84.6	—
43	Ex-Lax Inc.	1,688,075	—	1.3	—	—	19.2	79.5	—
44	Stanley Warner Corp. (Drug Products Only)	1,676,728	34.3	7.2	0.7	—	—	57.8	—
45	Lanvin Parfums Inc.	1,657,712	3.2	26.4	—	—	15.6	54.8	—
46	Lewis Howe Co.	1,655,528	38.4	39.1	0.6	—	7.2	14.7	—
47	Thomas Leeming & Co.	1,590,612	14.5	1.5	—	9.3	74.7	—	—
48	Yardley of London Inc.	1,537,982	10.0	88.4	—	—	1.6	—	—
49	B. C. Remedy Co.	1,431,178	2.0	0.2	0.8	—	—	97.0	—
50	Hazel Bishop Inc.	1,354,238	—	—	—	—	96.4	3.6	—
51	Coty Inc.	1,316,499	—	33.0	—	1.5	44.5	21.0	—
52	Mentholatum Co.	1,256,041	2.3	2.9	1.6	—	91.5	1.7	—
53	Sardeau Inc.	1,251,532	—	3.0	—	—	—	97.0	—
54	Allied Labs Inc.	1,207,170	50.9	49.0	0.1	—	—	—	—
55	Vitasafe Corp. (Subsidiary of Consolidated Sun Ray Drug)	1,102,826	27.0	60.0	13.2	—	—	—	—
56	W. F. Young Inc.	1,040,643	40.1	44.7	6.6	—	—	8.5	—
57	Kendall Co.	1,027,034	9.6	42.2	1.1	0.6	46.3	—	—
58	Scholl Mfg. Co.	1,023,284	39.8	59.4	0.8	—	—	—	—
59	Clark Cleveland Inc.	992,215	63.8	36.2	—	—	—	—	—
60	Chanel Inc.	960,641	—	47.0	—	—	5.0	47.9	—
61	Murine Co.	847,020	31.7	63.2	5.1	—	—	—	—
62	J. Nelson Prewitt Inc.	725,330	—	—	—	—	—	100.0	—
63	Charles Antell (Division of B. T. Babbitt)	697,420	—	—	—	—	—	100.0	—
64	Walgreen Co.	689,269	—	5.0	—	—	—	95.0	—
65	Chemway Corp.	655,366	3.9	63.8	—	—	24.2	8.2	—
66	Foster Milburn Co.	637,101	74.9	—	2.0	—	—	23.2	—
67	Hudson Vitamin Products	610,514	30.3	55.3	—	—	—	14.3	—
68	General Nutrition Co.	571,181	—	0.9	—	—	99.1	—	—
69	Chattanooga Medicine Co.	529,360	—	—	—	—	—	100.0	—
70	Creomulsion Co.	520,254	17.2	1.6	—	—	—	81.1	—
71	Weco Products Co.	508,250	—	99.8	0.2	—	—	—	—

Note: Companies with primarily ethical drug business are not included. Several drug companies have been arbitrarily designated drug companies here, e.g., Armour & Co., the nation's second largest meat packer. Armour also sells Dial deodorant soap, which has 13.8% of the market and leads in dollar sales.

(Continued from Page 92)

stance, if we want to go to Toledo, O., it won't cost as much money. Don't go into a town and expect to do it overnight. You may put it on a six or twelve months' basis; you may be on the threshold of success and stop because you think it is not good, when you may be running short on money.

Mr. Cohen: How many weeks must transpire from the time the advertising has been placed in motion, for you formally to feel the effect of your advertising?

Mr. Plough: It depends entirely on the product. We came out this summer with a new product, and it was a sensation overnight. We didn't come out with it until the first of April. The sales went beyond anything we ever expected. We took one big town at a time and we took whole pages and half pages of copy and concentrated. Still we have another line of copy and we had to be sure one didn't hurt the other. How much one hurt the other, I don't know. We seem to be winding up with a fair year. #

the newspaper that PAVED FIVE ACRES IN DOWNTOWN ORLANDO

They're our own acres too, friend:

■ Our new, modern newspaper plant and parking area covers seven acres in downtown Orlando . . . seven acres that cost us $100,000 an acre . . . just the land, not the buildings, not the presses, not the typesetting machines, nor our fine, new two-way escalators.

■ Our five acres of parking . . . free parking . . . has access on four streets to accommodate our 639 employees and our customers.

■ Why spend so much money for parking?

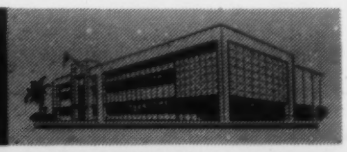
■ We are trying to be good citizens with our newspapers. We believe a business owes it to the community in this age of two cars in every garage.

■ We provide this parking and still pay $100,000 a year in real estate taxes.

■ That's our ambition, our business program . . . not only to be a good newspaper but a good citizen as well.

MARTIN ANDERSEN
Editor/Owner/Ad Writer/Galley Boy/Parking Attendant

Orlando Sentinel-Star
ORLANDO FLORIDA



GATEWAY TO THE MOON ■ ORLANDO SERVES CAPE CANAVERAL

If concern about effectiveness or high cost has kept you from prescribing any topical steroid... THESE FACTS MAY CHANGE YOUR MIND

NEW TACK—*Schering Corp., aware of well-publicized charges about drug prices being too high, has launched a new drive for its dermatological steroid creams, pointing out to the doctor that they are "effective, economical in price and even more economical in use."*

'National Distribution in Three Days' . . .

How McKesson & Robbins, Nation's Largest Drug Wholesaler, Functions

$670,000,000 Company Sells to 33,000 Drug Stores; Accents Speed

By Lawrence Bernard

NEW YORK, Oct. 12—Imagine, if you will, a company having 198 operating units, 7,500 suppliers and an inventory of 100,000,000 items (counting all sizes and styles) of which roughly 30,000 are stored in each of 100 warehouses and are sold to 137,000 customers.

Divide this into some 100 drug divisions, 45 liquor divisions, 54 chemical branches and spread it across 38 states.

Add to this 8,600 employes, including 1,100 drug salesmen (supplemented by 300 telephone salesmen) calling on 33,000 drug stores and 5,000 hospitals; some 650 liquor salesmen serving 60,000 drink outlets, and 200 chemical salesmen calling on 33,000 customers in virtually every chemical-using industry.

■ Supplement this with a manufacturing division selling more than 200 proprietary drugs and other health and beauty aids here and in 30 foreign lands; another force which was responsible for the redesign of 20% of U.S. drug stores in five years, and a transportation force of nearly 400 trucks which, collectively, log a staggering 600,000 miles a month.

Add up $670,355,060 in sales for the past fiscal year, netting an income of $10,039,876—and you will get a quick impression of what it means to be the largest drug, liquor and chemicals distributor in the U.S., and the only one that is nationwide.

■ McKesson & Robbins is the company.

Herman Christian Nolen is its president and chief executive officer. The 59-year-old, six-foot-one former Ohio State marketing professor prefers to think of 128 year-old McKesson & Robbins as a "distribution specialist"—as well he might.

"We can get as fast distribution as any manufacturer wants," he commented and he can cite several recent examples of three-day or three-week distribution of new or improved products to every market in the land. "For all practical purposes, we get to all our customers at least once a week. Any drug store in the U.S. is, at the most, 36 hours away from a McKesson delivery."

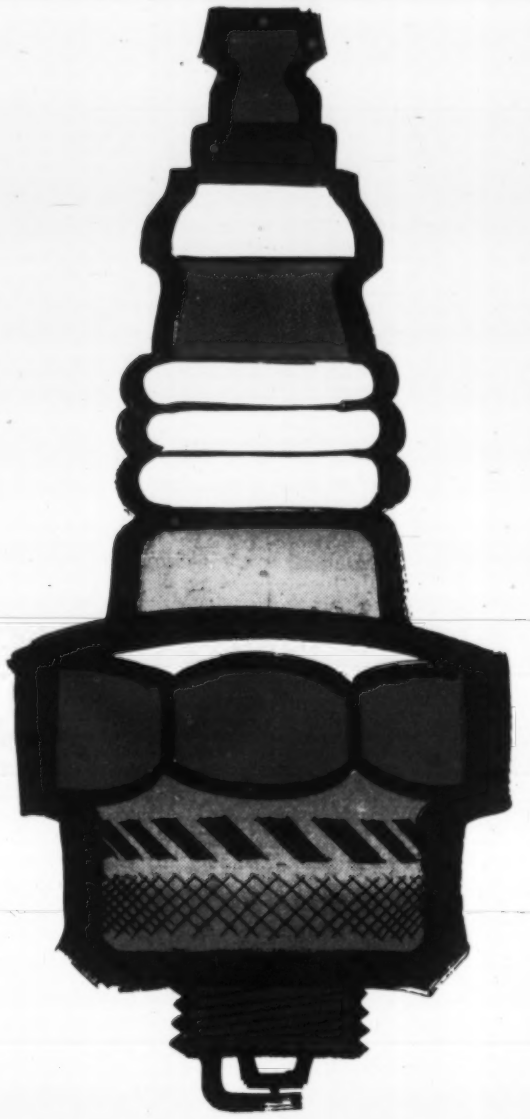
Despite this roseate portrait, and M&R's belief that mass distri-

(Continued on Page 96)

That's a Lot of Selling

NEW YORK, Oct. 12—A study made in 1957 by McKesson & Robbins revealed that in the course of one year the drug division sold to retailers and hospitals:

- 50,000,000 prescription bottles.
- 20,000,000 packages of vitamins.
- 12,000,000 tubes of shaving cream.
- 10,000,000 toothbrushes.
- 105,000,000 razor blades. #



T because Toledo is different from Philadelphia . . .

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of each community . . . making it local in every respect. Result? Both WSPD-TV* and WSPD-RADIO† rate first in Toledo . . . WIBG dominates Philadelphia in all surveys! . . . Further evidence that Storer quality-controlled, *local* programming is liked, watched and listened to. Storer representatives have up-to-the-minute availabilities. ***Important Stations in Important Markets.***

**Nielsen—June 1961*
†Pulse—July-August 1961

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

(Continued from Page 94)

bution will increasingly be accomplished "overnight" instead of in "waves," manufacturers selling through U.S. drug stores do not automatically beat down McKesson's doors, or those of its competitors. In fact, a sizable body of objections has been raised to distribution via wholesalers. Among them:

• How can a McKesson salesman create demand for a specific product when he handles so many items?

• How can a McKesson salesman sell directly competitive items?

■ To the first question, Mr. Nolen responds that it is the manufacturer's job to create the demand, not McKesson's, although the wholesaler is eager to work with the manufacturer on the best methods to build demand and coordinate it with selling.

To the second, Mr. Nolen said his salesmen are always selling competitive brands and evidently manage to keep all parties at peace. For example, it recently completed a promotion for Johnson & Johnson, simultaneous with a special drive for the much smaller, but certainly competitive, Bauer & Black.

■ Finally, Mr. Nolen pointed out, a salesman's biggest job is the restocking of druggist's fast-moving standard "wet" and "dry" items, and in many instances a McKesson man roams the store shelves with carte blanche. Avoiding out-of-stock conditions is one of his most important tasks. For a regular item, out-of-stock generally means a lost sale as the druggist suggests a substitute. For a new item, out-of-stock can be near-fatal. The marketer of a new ethical drug, for example, may spend thousands or millions in detailing and promoting to doctors. If a physician finally decides to prescribe the new drug and gets a phone call from a pharmacist who says, "Doctor, I haven't got this item. Will you prescribe something else?"—it will be a long time, if ever, before the doctor puts that name on his prescription pad again.

H. C. Nolen

H. H. Henley

"The bigger the store, the more they lean on somebody to do what amounts to their buying for them," Mr. Nolen observed. Nevertheless, a salesman will spend at least 20% of each call in promotional selling, he added.

■ When a manufacturer has decided to sell through McKesson, how do they come to terms?

Henry H. Henley, exec vp of the wholesale drug division, said that the "Three P's"—potential, profit and policy—are a major consideration for McKesson. In other words, considerations include its status as a high or low volume item, the discounts available to McKesson and the retailer, and the manufacturer's policy toward wholesalers generally—and M&R specifically—on such matters as the ratio of direct accounts to wholesale accounts.

Other considerations are: How much of a demand will the producer create through advertising? How much exposure and coverage does his product require?

Weighted points are given to all the above elements, and others, in reaching agreements. M&R declines to state what the breakdown is. One thing seems certain: When a manufacturer is willing to pay for order-taking and warehousing costs, but balks at other selling responsibilities like sales management, commissions and travel expenses, his results with M&R distribution may well be less than what he would otherwise expect, in Mr. Nolen's view.

■ Further, a manufacturer who creates his own advertising demand—and does it well—can expect to pay less for McKesson services.

To the chicken-or-egg question about whether the manufacturer should use his advertising to force distribution, or gain distribution before spending ad dollars, Mr. Nolen replies with finality, and perhaps a vested interest: "A manufacturer must first have distribution if he is going to advertise."

■ Charles R. Beall, vp of sales and promotion, is intimately involved in coordinating advertising plans between suppliers and McKesson. He prefers to work with a supplier as early as possible, whether it is in the introduction of a new or improved product or in support of an ad campaign for an already established line.

Some companies, which Mr. Beall declined to embarrass by name, will call up McKesson and say: "Next week we are introducing product X. What can you do for us?" Others will call in McKesson in the first stages of planning and seek counsel on point of sale promotion, display fixtures, advertising plans and everything else that goes into a full dress merchandising job.

Charles R. Beall

"They get more out of their

The News & Journal

give dominant coverage in

Metropolitan Pensacola!

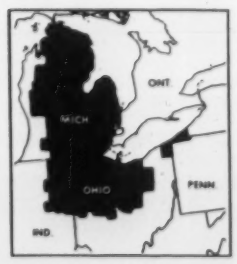
He's got acute politzomania . . . and it's catching!

When our sales reps saw the results of the 1961 WJR-Politz Study, they flipped! Now, normally they are quite an aggressive group. But this *really* got them. Their reaction to the contents of the study was far beyond our sales manager's fondest dreams. As one voice, they broke into a chant, "We love Politz, we love Politz!"

Alas, they had contracted acute politzomania.* And all it took was one exposure to one fact: Of the 175 stations mentioned in the 1961 WJR-Politz Study, one station—WJR—had 32% or 2,183,000 of the listeners. Since each rep left the office with his own copy of the complete study with *all* the facts, we thought it best to pass along a warning to all our friends in advertising:

Be patient. Our reps are so inspired that their enthusiasm just spills over. As they apply this new kind of radio research to your specific advertising objectives, you'll be able to reach logical prospects for your products. And these prospects are presented in a complete profile according to age, sex, socio-economic status, home ownership, radio listening habits, and other characteristics.

When you have this data in hand, just sit back and relax. Try not to be quite as conspicuous as our reps. But then who can fight politzomania?



The measured area of the Alfred Politz media study released September, 1961. This area includes 6,801,000 people—age 15 and older.

WJR DETROIT

760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U. S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco

* po•lit•zo•ma•ni•a—*newly discovered advertising affliction. Highly contagious. Identified by uninhibited displays of enthusiasm. Always found in WJR sales reps who have 1961 WJR-Politz Study in hand. Time-buyers and ad managers particularly susceptible. Wipes out sales resistance. Appears in flashes of marketing insight. Only known remedy: Sign the order!*

THE CHICAGO TRIBUNE REACHES

more of the readers YOU WANT

It's easy to divide your Chicago market into two kinds of people. Those who buy. And those who don't, can't or won't.

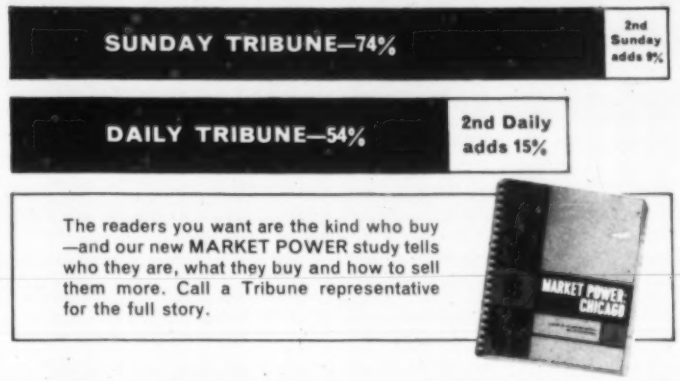
Reaching more of the right kind—the people who buy—is just as easy. Most of them read the Tribune.

Take home buyers as a case in point. 74% of all home buyers in Chicago and suburbs read the Sunday Tribune; 54% read the Daily Tribune.

Now maybe you market homburgs, hair spray or frozen haddock instead of homes. It makes little difference. No matter what type of buyers you seek, the Tribune reaches more of them than any other Chicago newspaper.

Advertising aimed at the people who buy always produces greater sales results. That's what the Tribune promises—and delivers—in the key Chicago market.

HOUSEHOLD COVERAGE OF HOME BUYERS



The readers you want are the kind who buy —and our new MARKET POWER study tells who they are, what they buy and how to sell them more. Call a Tribune representative for the full story.

More Readers...More Buyers...More Results

THE CHICAGO TRIBUNE

merchandising than they do out of their advertising because they plan back far enough." Mr. Beall said. He named Gillette, J. B. Williams, Timex, Breck and Westclox as among this savvy group.

But the reluctance of some suppliers to call McKesson in early on their plans is understandable in light of the many competitive items the wholesaler distributes.

■ One type of manufacturer may inform Mr. Beall that sales in certain areas are not keeping pace. Mr. Beall will ask for the company's advertising coverage map, lay McKesson's distribution map on top of the ad map, and the manufacturer can then spot his marketing gaps.

"In some companies, the advertising and sales manager don't seem to know each other, while in others the coordination is obvious. Sometimes the sales force learns about advertising the same time we do. We read trade journal ads and call up only to find out that the sales department is really not too familiar with the campaign."

Another advertising problem McKesson & Robbins has encountered is local support. Mr. Beall, transplanted Mississippian, commented: "I've been amazed at how little knowledge New York has of local-type advertising. At many agencies, the local advertising specialist is the low man on the totem pole.

"The impact of a beautiful four-color ad in *Life* may or may not be felt. But you know tomorrow whether or not a retailer ad is any good."

■ To counteract this, McKesson & Robbins' own advertising department has a complete local advertising service—mats, broadcast scripts, point of sale—available to its druggists.

Some manufacturers lose sight of the value of their point of sale displays in print advertising, Mr. Beall added, and conversely, not many reproduce their visual copy on their point of sale. In these days of unrelenting sales messages, the significance of this kind of tie-in is largely overlooked, he feels.

The McKesson & Robbins advertising department, under the direction of Donald C. Berry, vp in charge of advertising, spends the biggest part of its $2,500,000 budget —about $1,500,000—for its liquor division, nearly another $1,000,000 for the proprietaries sold under the McKesson label and the remainder for trade promotion of its wholesaler services.

The biggest single activity the drug division undertakes in support of advertising is the annual Christmas drug store promotion. This is basically a program of the Bureau of Advertising of the American Newspaper Publishers Assn., alongside which McKesson & Robbins merchandises. Between 23 and 26 manufacturers are involved, each paying $17,000 for one box in a special Sunday supplement and all the merchandising backup provided by McKesson. Retail druggists are sold on staging this storewide event, and their merchandise order follows as a matter of course. McKesson reported that it sold substantially over $2,500,000 worth of merchandise in a 30-day period last year solely with this promotion.

■ Today, drugs account for 62%

● ● ● ● ● ***The Doctor's Primary Interest* is Modern Medicine's Primary Interest*** DOCTORS ARE DOCTORS! No matter what their specialty, they are always medical practitioners. Their primary interest is medicine. ● MODERN MEDICINE'S Editors recognized this 30 years ago. Since then, they have constantly supplied the doctor with the latest, most complete, most concise, and most usable medical information on diagnosis and therapy available. ● Today, U.S. doctors recognize that MODERN MEDICINE fulfills both their desires and their needs. They respect and react to the one medical journal that best satisfies their primary interest. **MODERN MEDICINE**

84 South 10th Street, Minneapolis 3, Minnesota

*A report covering the doctor's interest in editorial material and advertising in the First Six Issues of MODERN MEDICINE for 1961 is available on request.

Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada, Médicine Moderne du Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia

NEW FOR 62

BACON'S PUBLICITY CHECKER

Now listing both . . . . **MAGAZINES**
Over 3700 Business, Farm and Consumer magazines. 99 market groups. Coded to show kind of publicity used by each magazine.

. . . . . *and* **NEWSPAPERS**
Over 600 dailies in U.S. and Canadian industrial and market areas. Gives all vital data, including business editor's name. Also lists syndicated business columnists in U.S. and Canada.

Lists every contact you need for the complete publicity and PR job

Every magazine and newspaper you need. 424 pp. . . . 6¾" x 9¾" . . . spiral bound to lay flat while using . . . permanent cover.

Quarterly Revisions
Revision sheets sent to users in Jan., April, July, 1962. Your Checker always up-to-the minute. Order copies you need today!

FULL PRICE WITH REVISIONS $25.00
SENT ON APPROVAL

BACON'S *CLIPS MAGAZINES AND NEWSPAPERS*

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WAbash 2-8419

THE SAN DIEGO UNION AND EVENING TRIBUNE

Before **After**

SPECIALIST—*McKesson stresses its role as a distribution expert with creation of a new logo replacing past ensignia.*

of McKesson's volume, liquor 30% and chemicals 8%, although chemicals are expected to show the fastest growth. Ethical pharmaceuticals account for about 55% of the drug division's sales, proprietaries and toiletries 24%, and sundries 21%.

McKesson's long, unusual history began when Andrew Jackson was the seventh president of the 24-state United States, and New York was a booming metropolis of 220,000, watching the construction of its new "rail road" which would run on Fourth Avenue all the way up to Harlem. In 1833, Charles M. Olcott, an apothecary, and another young man, John McKesson, fourth generation Colonial descendant, pooled their resources and bought the business of a retiring wholesale druggist.

They were located on Maiden Lane and their first customers were clipper-ship captains, who stocked their medicine chests and were soon carrying Olcott & McKesson products around the globe.

One Wednesday morning, 20-year-old Daniel C. Robbins showed up in answer to a help-wanted ad in a Monday newspaper. He had started walking as soon as he read the ad—in Poughkeepsie. In 1835 he was made a partner and through a series of acquisitions Olcott, McKesson & Co. became well established in New York's wholesale drug business.

■ The company played an integral role in the evolution of the drug store from bulk dispensers to purveyors of packaged "patent" medicines. Mr. Olcott died in 1853 and the name was changed to McKesson & Robbins, with the company now serving accounts in 17 states and territories. M&R expanded by building one of the first wholesale drug laboratories and adding a line of "fancy goods," as sundries were then called, and during the Civil War found itself in the liquor distributing business.

Standardization of pharmaceuticals persuaded many retailers that they were better off to stop do-it-yourself compounding and buy them ready-made, and as a result McKesson & Robbins became one of the best-known drug manufacturers. In 1870, M&R created an overnight sensation with its development of the gelatin-coated pill—convenient and unaf-

(Continued on Page 100)

23 MAJOR COMPANIES RENEWING COLOR TV SPONSORSHIP

23 major advertisers who sponsored Color TV in 1956 are buying it again in 1961. One more proof that Color delivers the prospects. Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With drugstore sales totaling $47,833,000 last year, San Diego, California, ranked 23rd among the nation's 200 leading counties in that category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	$47,833,000
SUFFOLK (BOSTON), MASSACHUSETTS	$47,572,000
SAN FRANCISCO, CALIFORNIA	$40,006,000
DENVER, COLORADO	$38,740,000
ORLEANS (NEW ORLEANS), LOUISIANA	$37,047,000

SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

Sell the important San Diego market through two metropolitan newspapers: The San Diego Union and Evening Tribune. Combined daily circulation is 226,437 (ABC 3/31/61).

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.

REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

"THE RING OF TRUTH" Copley Newspapers

The San Diego Union | EVENING TRIBUNE

(Continued from Page 99)

flected by climate. But by now, so many companies were concentrating on manufacturing that the wholesale druggist started cutting down on his own manufacture and concentrated on distributing the products made by others to an ever-broadening market. Drug wholesaling was undergoing a significant revolution.

By the 1890s McKesson & Robbins was a $5,000,000 enterprise employing 500 persons. Mr. Robbins died in 1888, Mr. McKesson in 1893, and their sons continued the business in association with other partners.

■ The company had an $18,000,000 volume by 1924 but it was no longer a profit-making business and there were arguments about how to improve profits, which brought about a three-way split and liquidated the wholesale drug business.

In 1926 M&R was sold to F. Donald Coster for $1,000,000. He immediately began expanding the number of wholesale distributors and by 1929 pulled off a $100,000,000 merger with 64 other wholesale drug companies, and put M&R shares on the stock exchange.

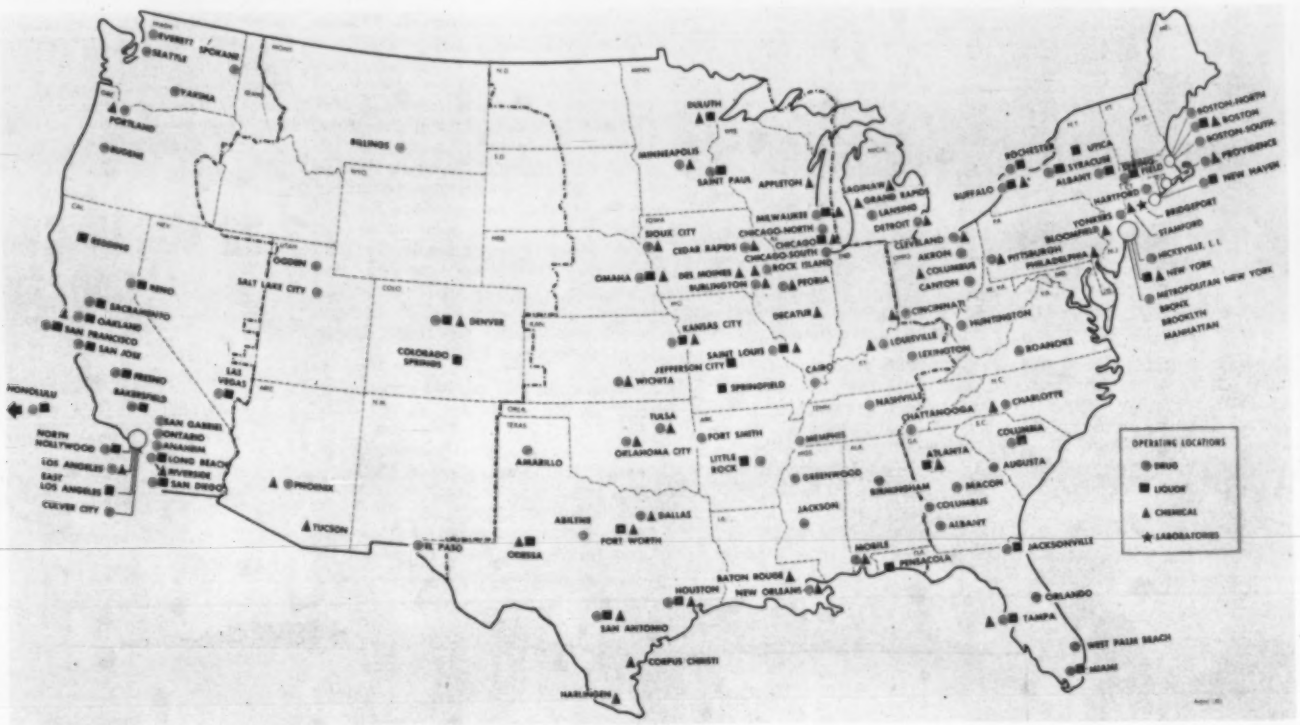
Ten years later, Mr. Coster won more enduring fame when he was unmasked as Philip Musica, an ex-convict who had added to a long record of frauds by swindling M&R for several million dollars. He shot himself.

M&R pulled out of subsequent receivership in two years. It expanded its liquor department following prohibition, made it a separate department in 1944 and established a separate chemical branch in 1945.

■ In the past five years, sales volume has increased 23.3%, with liquor (Martin's and Highland Queen scotches, Chapin & Gore bourbon, Lamplighter gin, Liquore Galliano, etc.) ahead 32% and chemicals expected to spurt from $57,000,000 to $100,000,000 in about two years.

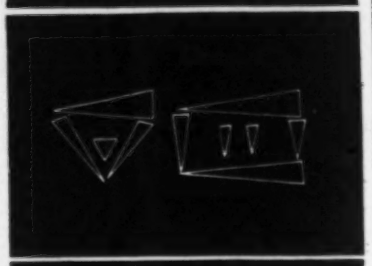
Nevertheless, McKesson & Robbins will remain a bastion in the defense of the independent druggist against the giant drug operations and against the expanding sales of health and beauty aids in the supermarkets. McKesson will offer him one of the few opportunities he may have during the year to be part of something big in advertising. #

McKesson & Robbins' Far-Flung Drug, Liquor, Chemical Empire



BIG SPREAD—*Map shows most of 99 drug and 45 liquor divisions and 54 chemical branches of McKesson & Robbins' $670,000,000 empire.*

visual communication



2400 B.C.—Incised Writing—Babylon

NOW...OUR GRAPHIC PLANNING UNIT MAKES IT POSSIBLE TO ACQUIRE

a 24 page booklet, 9x6" FULL PROCESS COLOR complete, only 25¢ per unit*

price includes—layout and design all photography—art—typography four-color process separations fine quality printing...no extras

*In quantities of 50,000, prices on other quantities upon request.

Some of our friends are:

The Solomon R. Guggenheim Museum——Venus Pen & Pencil Corp. The American Rolex Watch Corp.—Underwood Corp.—Knoll Associates American Type Founders——Boontonware——Boys' Clubs of America

Call, write or wire collect—We are staffed to personally handle your requirements, wherever your location throughout the United States.

STERLIP PRESS, INCORPORATED
240 West 40th Street, New York 18, N.Y.
Telephone:——LAckawanna 4-6897

Consumer Drive for Ortho to Educate on Birth Control

NEW YORK, Oct. 10—Ortho Pharmaceutical Corp., a division of Johnson & Johnson, last month launched the first consumer ad campaign in its history to talk about family planning.

In a series of messages aimed at young housewives with little or no education beyond high school and with limited family income, Ortho will stress the importance of consulting a doctor rather than friends and neighbors about "child spacing."

Ortho will run six full-page insertions a year in *Everywoman's-Family Circle*, the Macfadden Women's Group and *Prescription Health*, a 10¢ magazine sold in drug stores. The company explained that it selected this audience target because it felt that these "were the couples who had more children than they could provide for, not through hostility to the idea of family planning, but rather through ignorance of available and effective methods of child spacing."

Ads will point out that sound medical advice "will help you to raise healthy, happy, *wanted* children."

■ Ortho is merchandising the campaign to doctors and pharmacists in separate drives. Handling the entire campaign is L. W. Frohlich & Co., Ortho's agency.

The consumer ads all will conclude with this identifying sentence: "This message is sponsored by Ortho Pharmaceutical Corp., to whom medical methods of family planning are a particular concern." The products Ortho makes are never mentioned. The J&J unit is the nation's largest manufacturer of contraceptives. #

NOT THIS WAY—*Don't talk to neighbors about child spacing, see your doctor—says Ortho Pharmaceutical Corp. in its first consumer campaign.*

'Farm Journal' Kicks Off Cookbook Contest for Admen

Farm Journal, Philadelphia, last week launched a contest among admen involving the magazine's "TimeSaving Country Cookbook," which will be offered at $2.95 in its October issue. Entrants, reached by mail, are to guess how many cookbook orders will be received in the first four weeks. First prize will be a certificate worth $200 in food at a store of the winner's choice; second prize, $100; third prize, $50; fourth prize, $30; and fifth prize, $20.

In 1959, 31,270 copies of a predecessor cookbook were sold in the first four weeks, *Farm Journal* said, as a clue to contestants. Previous cookbook purchasers can buy the new book for $2.50; its bookstore list is $3.95.

DiBuono to NBC Telesales

Joseph J. DiBuono, formerly a tv producer with Batten, Barton, Durstine & Osborn, has been named a producer-salesman with NBC Telesales, New York, tv tape production unit of NBC.

THE
BIG
5th
EL PASO, TEX.
TAKE THIS
MARKET STRAIGHT
El Paso, big 5th city of Texas, serves 750,950 consumers, who command better than three-quarters of a billion dollars effective buying income, and who spend half a billion in retail sales! The big 5th scores well within the nation's
TOP FIFTY MARKETS.
Get 100-proof coverage of this Southwestern super-market with El Paso Broadcasters. Buy the Big 5th... El Paso, Texas.
EL PASO BROADCASTERS:
KELP-TV / KELP KHEY KROD-TV
KROD / KSET KTSM-TV / KTSM
XEJ-TV / XEJ / XELO / KIZZ

SURVEY FINDS

COLOR TV COMMERCIALS HAVE 3½ TIMES MORE IMPACT

A 1960 survey by Burke Marketing Research reveals the impact of Color TV commericals is such that 1000 Color homes are equal to 3,589 black-and-white homes. No wonder more and more sponsors are moving up to Color. What about you? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, N. Y. 20, N. Y., Tel: CO 5-5900

"Let's go, baby, let's go. If you don't make those lights, lots of people going to be riding the New Haven in the morning with nothing to read but their tickets."

New York is news. News of the world from the UN, news of the theatre from Broadway. How do you keep up with it all — the news of a sale on Fifth Avenue, news of the sails on Long Island Sound? You buy The New York Times. It serves New Yorkers with the most news . . . sells them with the most advertising. New York is The New York Times.

IN TUCSON DRUG BUSINESS IS BIG BUSINESS

1960 DRUG SALES—$16,477,000*
UP 200% OVER 1950

More than Albuquerque, El Paso, Spokane and many other major markets.
*SM Survey of Buying Power

The Arizona Daily Star MORNING & SUNDAY

If you want to cover Arizona the Star and Citizen are a must

Tucson Daily Citizen EVENING

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

Top Ten Prescription Products of 1960

Estimated by Advertising Age

	Drug (Maker)	Type	Sales*
1	Chloromycetin (Parke, Davis)	Antibiotic	$24,000,000
2	Equanil (Wyeth)	Tranquilizer	22,000,000
3	Orinase (Upjohn)	Antidiabetic	22,000,000
4	Declomycin (Lederle)	Antibiotic	21,000,000
5	Achromycin (Lederle)	Antibiotic	16,000,000
6	Diuril (Merck Sharp & Dohme)	Diuretic	15,000,000
7	Ilosone (Lilly)	Antibiotic	13,000,000
8	Panalba (Upjohn)	Antibiotic	11,000,000
9	Compazine (Smith Kline & French)	Tranquilizer	10,000,000
10	Dexamyl (Smith Kline & French)	Anti-obesity	10,000,000

*Manufacturers' prices; excludes hospital sales.

WOBT Joins NBC Radio

WOBT, Rhinelander, Wis., previously an independent, has become affiliated with NBC Radio.

In some industrial markets you can drive yourself mad trying to measure the vital differences between "Magazine A", and "Magazine B" (to say nothing of "C" and "D")...but here in the fast-moving plastics market...

there's not one bug of doubt

Here is a summary of the results of the Audits & Surveys Inc., personal interviews among 1,095 visitors at the National Plastics Exposition this past June. Consider it thoughtfully . . . to constructively influence your judgement or to confirm your convictions. On the sensible basis that your best advertising is no stronger than the magazine carrying it to market, may we remind you that no matter where you put your media-measure on MODERN PLASTICS, it dominates . . . by plant size, by purchasing influence, by coverage of job titles, or functions . . . by products, by its strength with molders, extruders, laminators or with plastics end-users. No matter how adequately you've seen these exclusive assets demonstrated in the past, you ought to take a look at this new Audits & Surveys Report. Just write, wire or phone our Research Director...

		MODERN PLASTICS	Plastics World	Plastics Technology	SPE Journal
Received		87%	60%	44%	27%
Read Regularly		85	54	39	21
Most Useful		62	14	8	5
Most Useful	INDUSTRY CATEGORY				
	End User Industries	60%	16	7	4
	Custom Converters	65	13	10	4
	Suppliers	62	12	10	6
	BY JOB TITLE				
	Corp Execs, Gen Mgrs	70%	15	7	4
	Sales Mgr	58	26	4	5
	Chem Engineers	59	11	8	5
	Production Engineers	62	13	14	4
	Design Engineers	64	8		5
	Purchasing Agents	62	21	4	
	INDIVIDUALS WHO PERSONALLY INFLUENCE PURCHASE OF...				
	Plastic Resins & Molding Compounds	66%	12	8	5
	Chemicals & Additives	66	13	9	5
	Machinery & Equip.	63	13	8	5
	PLANT SIZE				
	Under 100 Employees	63%	17	10	5
	100-999 "	64	14	8	4
	1000 or more "	59	10	7	5

MODERN PLASTICS

Authority of the field for thirty-five years—A BRESKIN PUBLICATION 770 Lexington Ave., New York, N. Y.
OFFICES: Atlanta, Chicago, Cleveland, Los Angeles, Frankfurt, London, Tokyo.

TENDER—*Introductory ad for new Tender Touch features a reclining nude with superimposed bottle of the bath oil. Black background sets off multi-colored type in the copy.*

Helene Curtis' Tender Touch Bath Oil Bows in Print

CHICAGO, Oct. 10—Helene Curtis Industries Inc. this month is launching a new product, Tender Touch bath oil, using color pages in *Family Circle, Good Housekeeping, Harper's Bazaar, McCall's, Reader's Digest, Vogue,* and in Sunday newspaper supplements.

The campaign will run through February.

The company describes the new product as a concentrate of moisturizing oils "like those in more expensive products, but it is sold at retail for $1.50."

■ At the same time, the company announced it will return to print for its Suave lotion hairdressing. Color pages will appear in *McCall's, Modern Romances, Modern Screen, Photoplay, Reader's Digest* and *True Story* and in Sunday supplements. Suave has been promoted consistently on television, but advertising on the product has not appeared in the print medium in three years. Ads will offer complimentary bottles of Curtis' Special Enden hairdressing for dry hair with purchase of either the 69¢ or $1 size of Suave.

Edward H. Weiss & Co. is the agency. #

APR Taps Gallo

Ray Gallo has been elected secretary of the Assn. of Publishers' Representatives, New York. Mr. Gallo is president of Ray Gallo Associates, and associate publisher of *Greater Amusements*, a film-booking publication, and *International Projectionist*, which deals with projection engineering.

Watnick to Griswold-Eshleman

Marvin Watnick has joined Griswold-Eshleman Co., Cleveland, as a copywriter. Mr. Watnick was formerly a copywriter with Fuller & Smith & Ross, Cleveland.

Tizzy on New Drug at Bristol-Myers Called 'Premature'

NEW YORK, Oct. 10—Bristol-Myers reported last week that rumors of a new drug developed by the company apparently was responsible for its stock shooting up five points in one day on the New York Stock Exchange.

A company executive said that Bristol-Myers researchers will appear at a forthcoming medical symposium to give clinical results on use of an oral form of its staphcilin, a synthetic penicillin, effective against bacteria that are resistant to ordinary penicillin. Staphcilin is given presently by injection only.

The executive said that it is too early for promotion plans and that interest in the new drug is "a bit premature" since it has not yet been cleared by the Food & Drug Administration for marketing. #

Olin Plans Campaign to Increase Bakery Sales

Olin Mathieson Chemical Corp., New York, has announced plans for a national campaign to help bakers increase their sales in 1962. Olin's film operation supplies packaging materials to bakers.

The campaign will be built around recipes for new dishes, using bakery products. In addition to a consumer-directed ad campaign, featuring the new recipes, Olin will run a simultaneous ad campaign in food trade publications to encourage promotion of baked foods. Olin will also provide to bakers display materials for use in supermarket and retail bakeries, in addition to supplying ad mats and pre-tested radio and tv scripts for local spot advertising.

Earl to Crowell-Collier

Warren Earl, formerly with KFI, Los Angeles radio station, has joined Crowell-Collier Broadcasting Corp., Los Angeles, as director of advertising. He succeeds Allen A. Arthur, who has resigned to open an advertising and publicity office.

L.A. Water, Power Dept. Drops Robinson & Haynes

The Los Angeles department of water and power has terminated its association with Robinson & Haynes, Los Angeles. The $400,000 account is expected to be assigned to Irvin L. Edelstein Associates.

Bloomenthal to Flavor Corp.

Flavor Corp. of America, Chicago, has appointed Jordon Bloomenthal marketing manager. Mr. Bloomenthal was formerly advertising product manager of the Kendall Co.

MacDonald Named President

A. D. MacDonald has been elected president of Coca-Cola Bottling Co. of Los Angeles, succeeding Chase Sweetser, who has resigned. Mr. MacDonald has been vp and general sales manager of the bottlers and before that had a similar post with White Rock Bottling Co.

Wagner to National Shoes

National Shoes Inc., Bronx, N.Y., has appointed Mary Wagner sales promotion director. Mrs. Wagner was formerly fashion educational director of A. S. Beck Shoe Co.

Barden Names Winninghoff

John D. Winninghoff has been appointed marketing manager of research precision mechanisms, division of Barden Corp., Danbury, Conn., manufacturer of precision ball bearings. Mr. Winninghoff was formerly assistant to the vp of marketing at Aeroflex Corp.

Parker Names Murray

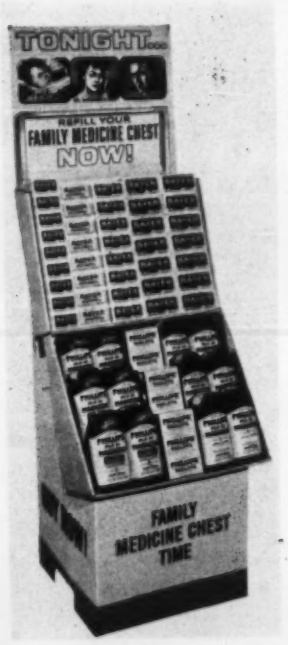
Jack V. Murray has been appointed an account executive of Parker Advertising Co., Dayton, O. Mr. Murray joined the agency in September.

An imaginative few of the READING, VIEWING and LISTENING PUBLIC may try to interpret your copy or script to be

LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM

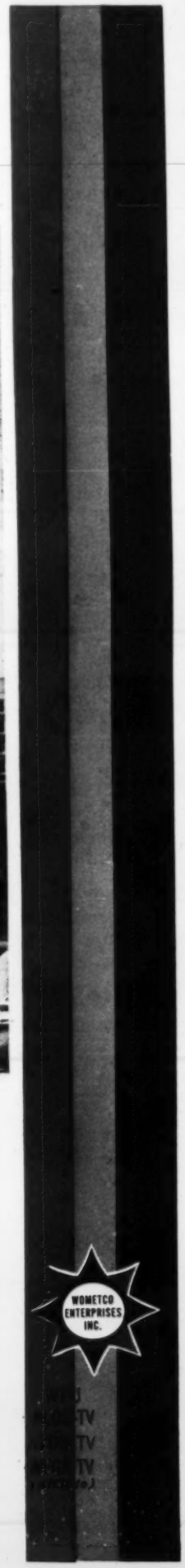
Good timing suggests being ready for such events by having our Special EXCESS INSURANCE before the claim arises. It is adequate for its special purpose and reasonable in cost.
For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St | Chicago, 175 W. Jackson | San Francisco, 100 Bush St.



MEDICINE CHEST—*Prepacked 18½x16x59" display spearheads "Family Medicine Chest Time" promotion for Bayer aspirin, billed as the "most widely used medicinal preparation in the world," and Phillips' Milk of Magnesia, best seller in its market. Promotion by Glenbrook Laboratories Division, Sterling Drug Inc., is running from September to December, and is in its eighth consecutive year.*

AS JACKSONVILLE GROWS SO GROWS THIS STATION!



WFGA-TV is the station to watch in Jacksonville!

Rising beside one of the best deep water ports in Florida, Jacksonville's new City Hall has been designed to serve the tremendous numbers of new residents moving to this dynamic city every month. As indicated by the June ARB, these new residents are joining the large number of "Jaxons" who already make WFGA-TV the station to watch in Jacksonville!

Ask your PGW Colonel for the details on the unique Jacksonville market, covering the entire North Florida-South Georgia area.

abc WFGA-TV NBC
JACKSONVILLE

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

BIG GROWTH AND LITTLE

You can learn a good deal about business growth from the tree farmers of Vermont. They know that almost every tree produces annually a few seedlings that struggle to the sunlight.

But to build a new stand of strong, vigorous trees, with clean, straight grain, you need a "bully tree." The "bully tree" has broad reach and constant vigor—it throws off hundreds of seedlings, shelters them in its magnificent growth, until they, too, shoot up, tall and straight.

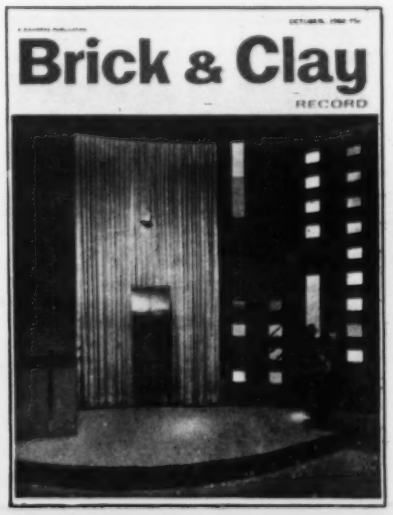
Not every magazine in which business invests its advertising dollar is a "bully" magazine which offers the promise of big, fruitful returns. But you can tell the "bully magazine"— the fruitful magazine easily. It is growing, growing big and powerful. The magazine has a well-knit team of people, who throw off ideas by the hundred, has a deep reservoir of research, promotion and specialist services.

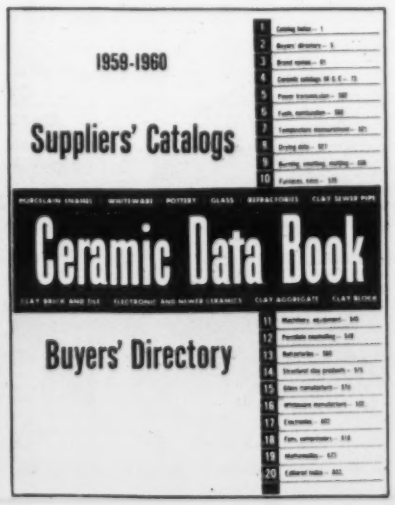
The magazines of Cahners Publishing Company are growth magazines. The people who build them work in a climate where excellence is both encouraged and demanded—where tools for editors and advertisers are honed against the keen minds of demanding executives. They are magazines reaching out for new dimensions.

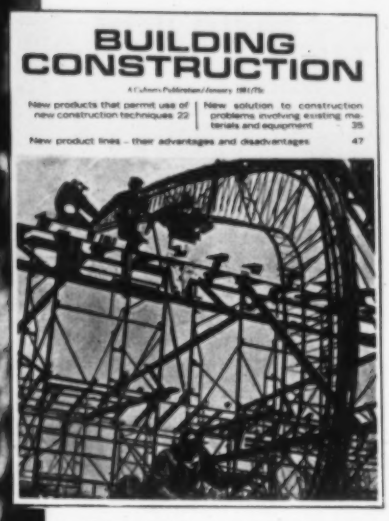
They are, in short, "bully magazines," where your corporate growth can grow faster.

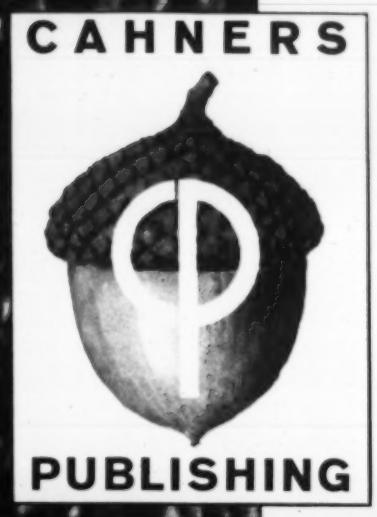
CAHNERS PUBLISHING COMPANY, Inc.

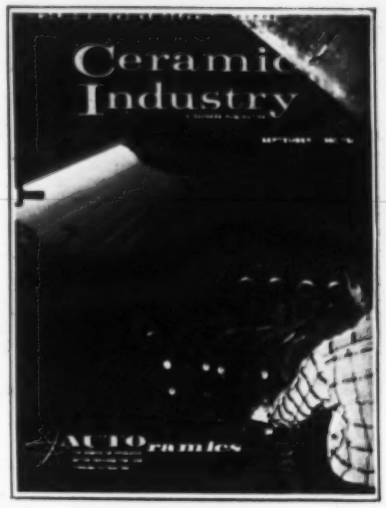
CAHNERS BUILDING, BOSTON 16, MASSACHUSETTS

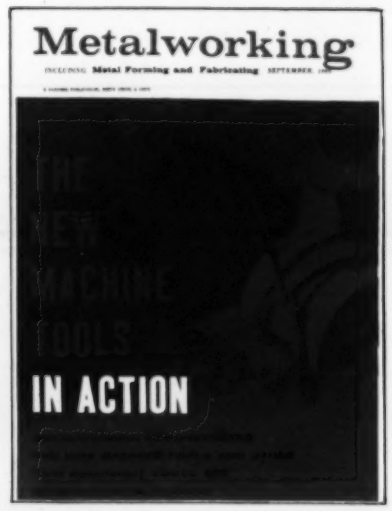


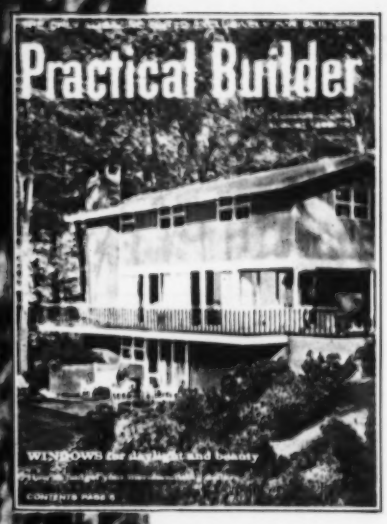



BUILDING CONSTRUCTION
New products that permit use of new construction techniques 22
New solution to construction problems involving existing materials and equipment 35
New product lines – their advantages and disadvantages 47

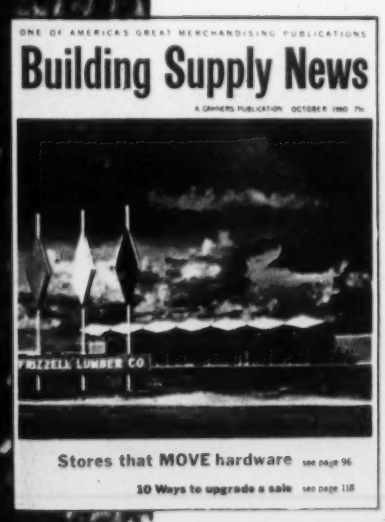

CAHNERS
PUBLISHING


Ceramic Industry
AUTOmatics


Metalworking
IN ACTION


Practical Builder
WINDOWS for daylight and beauty

Modern Materials Handling
AUGUST 1959


ONE OF AMERICA'S GREAT MERCHANDISING PUBLICATIONS
Building Supply News
A CAHNERS PUBLICATION OCTOBER 1960
Stores that MOVE hardware see page 96
10 Ways to upgrade a sale see page 118

EDN

CBS Films Realigns Staff

CBS Films, New York, tv film distributor, has realigned assignments for its eastern sales staff. Kenneth Flower will be in charge of New York state and northwest Pennsylvania; Robert J. Kolb, Connecticut, central New Jersey and eastern Pennsylvania; James Monahan, District of Columbia, Maryland and Delaware; Victor Bikel, Virginia and West Virginia; and William Stynes, western Pennsylvania and eastern Ohio.

Bowers to F&S&R

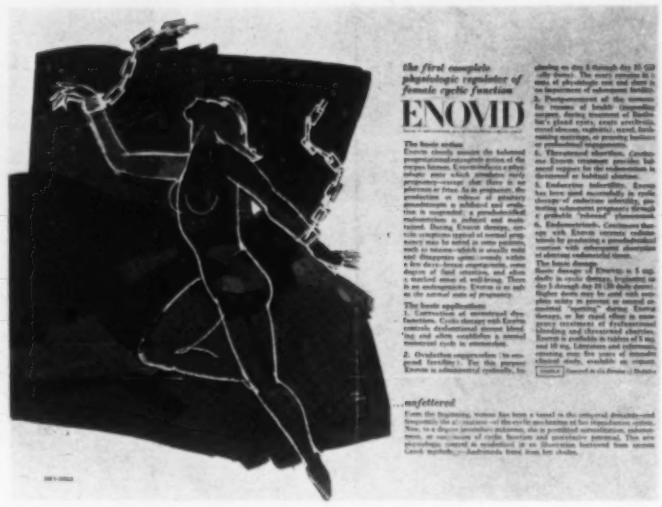
Maurice Bowers, formerly with Erwin Wasey, Ruthrauff & Ryan, has joined Fuller & Smith & Ross as media buyer in the Los Angeles office. He succeeds Al Iftiger, who was called to active duty in the Air Force.

Pairan Opens in Cleveland

Pairan-Shepard Advertising, Akron, O., has opened a branch office in Cleveland in the 10000 Carnegie Bldg. Fred Shepard, vp, will head the new office.

Percolor to Dunas

Bruesselbach Chemical Co., Los Angeles, has named Edwin C. Dunas Co. to handle advertising for its new Percolor line of hair tints.



MYTHOLOGY SELLS ETHICAL—*Andromeda of Greek mythology being freed from her chains is pictured in Searle ad for Enovid oral contraceptive. Two-color spread ran in 50 medical publications.*

Enovid Oral Contraceptive Helps Boost Searle Sales 18% in 1st Half

Closed Circuit Tv, Medical Journals, Mail Lead Drive

By Lawrence E. Doherty

SKOKIE, ILL., Oct. 10—Ever since Sen. Estes Kefauver turned his investigative spotlight on the drug industry, pharmaceutical manufacturers have been super-careful of their public "image."

When the Senate investigators heard charges that one reason for high drug costs was excessive promotion, the industry trimmed its promotional sails.

It was in this walking-on-eggs atmosphere that G. D. Searle & Co., ethical pharmaceutical house, was faced with the task of promoting a real blockbuster of a drug—an oral contraceptive.

The drug, Enovid, had been on the market for about three years for treatment of certain female disorders. In May, 1960, following extensive tests, the Food & Drug Administration approved its use as a contraceptive.

The potential for Enovid was, of course, tremendous. And the need to move ahead quickly with promotion was growing, since a drug company is lucky if it enjoys more than three years of exclusivity before a competitor reaches the market with a similar drug.

Searle did only sporadic promotion for Enovid in 1960, while pondering the effects of Senate hearings and studying the touchy problem of moral and religious opposition to birth control.

■ In January, Searle's sales department arranged a closed-circuit television broadcast for 15 cities, where doctors and druggists assembled to hear a symposium on Enovid. The text of the show was subsequently printed and widely distributed to the medical profession.

The product had already benefited from extensive publicity, based on results of tests Searle had conducted in Puerto Rico, Haiti and Los Angeles. Hopefully the company watched to see if this publicity, plus the informational telecast, would be enough to start sales of this significant drug rolling.

But by April, it became apparent that a full-scale promotion would be needed.

Initial ads ran in about 50 publications. A series of six mailings, to some 125,000 doctors, started in June, and will represent about one-third of Searle's mailing activity for the remainder of 1961.

■ The price of Enovid was cut 30%, and on the basis of further tests the dosage was reduced by 50%. This brought the price for a month's supply (20 tablets) from $10 to $3.50.

To avoid a sensational atmosphere, advertising and promotional literature for Enovid did not play up the contraceptive activities of the drug (it also helps prevent natural abortion and corrects other disorders). The product is promoted as "the first complete physiologic regulator of female cyclic function."

Robert E. Wilson Inc., New York, hired exclusively to handle promotion for Enovid, developed a symbol for the product—an illustration depicting Andromeda freed from her chains, a bit of Greek mythology.

Sales of Enovid have now begun to roll. For the first six months of 1961, Searle's total sales are up $3,500,000, and much of the increase is attributable to Enovid.

■ The man behind the advertising at Searle is John L. Scott, who has had his share of successful promotions during his 18 years with the company (before that he was editor of several Dartnell publications in Chicago).

He reports to Franklin P. O'Brien, who recently had his title changed from vp of distribution to vp of marketing, to more accurately describe his work. William L. Searle, fourth generation member of the founding family, directs the field organization with the title of director of medical service. Robert M. Sweeney is sales promotion manager, and Robert I. Chien is director of marketing research.

Only a small staff attends Mr. Scott—a production man, a medical publications researcher and two clerical workers. A medical editor and his assistant write the official product brochures, which are supplied to FDA for approval of new drugs. These subsequently form the basis for promotional literature. And now that FDA has passed its "full disclosure" rule, reprints of these brochures are included with all packages of the products as well as with all promotional literature.

■ Searle's agencies prepare the bulk of the promotional literature. Harry C. Phibbs Advertising, Chi-

(Continued on Page 110)

GIVE IT THE BIG PUSH
IN CINCINNATI

Get behind your product with The Post and Times-Star, the medium with the greatest horse power and the visibility advantage inherent in the daily press. It's a smooth and steady ride for any good product when you give it the big push in this market famous for its wealth and stability. For the greatest coverage of all income groups, be a guest with us in the homes of almost a million readers!

7 out of 10 Cincinnatians read the Cincinnati POST Times-Star

★
Largest Circulation of any Cincinnati Daily
★
Greatest Coverage of Highest Income Groups, as of *all* Groups.
★
43% Read No Other Daily
★
One of the nation's lowest Milline rates
★
The Newspaper that Spends the Evening with almost 1,000,000 Readers..

ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department SCRIPPS-HOWARD Newspapers

—that OTT in Eugene-Springfield, Roseburg and Coos Bay city areas has retail sales equal to 26% of the retail sales in Portland, Oregon. Here are the figures from Sales Management 1961

	Retail Sales	SM-Quality Index
Portland, Oregon	$784,534,000	128
Eugene-Springfield	$141,623,000	122
Roseburg	$ 30,263,000	136
Coos Bay-North Bend	$ 39,461,000	143

Over 110,000 TV homes depend on us for clear local television.
Why not talk to your HOLLINGBERY man or ART MOORE & ASSOCIATES (Portland-Seattle). One order, one billing.

Oregon Triangle Television
KPIC-TV Ch. 4 ROSEBURG Affiliate
KVAL-TV Ch. 13 EUGENE
KCBY-TV Ch. 11 CABLE 4 Coos Bay Affiliate
NBC

TELLING DOCTORS—*G. D. Searle & Co. uses ads like this one for Lomotil to tell doctors and druggists about its pharmaceuticals. The company regularly advertises in about 100 professional publications.*

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

The growth of Northern California is quickly visible even to the occasional visitor. Leading the population and sales statistics is the Metropolitan Oakland area.

The dynamic market facts about the Oakland area make it an important consideration in our clients' current campaigns and future marketing and advertising plans.

THOMAS A. WRIGHT, JR.
Vice President—Media
LEO BURNETT COMPANY, INC., Chicago

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

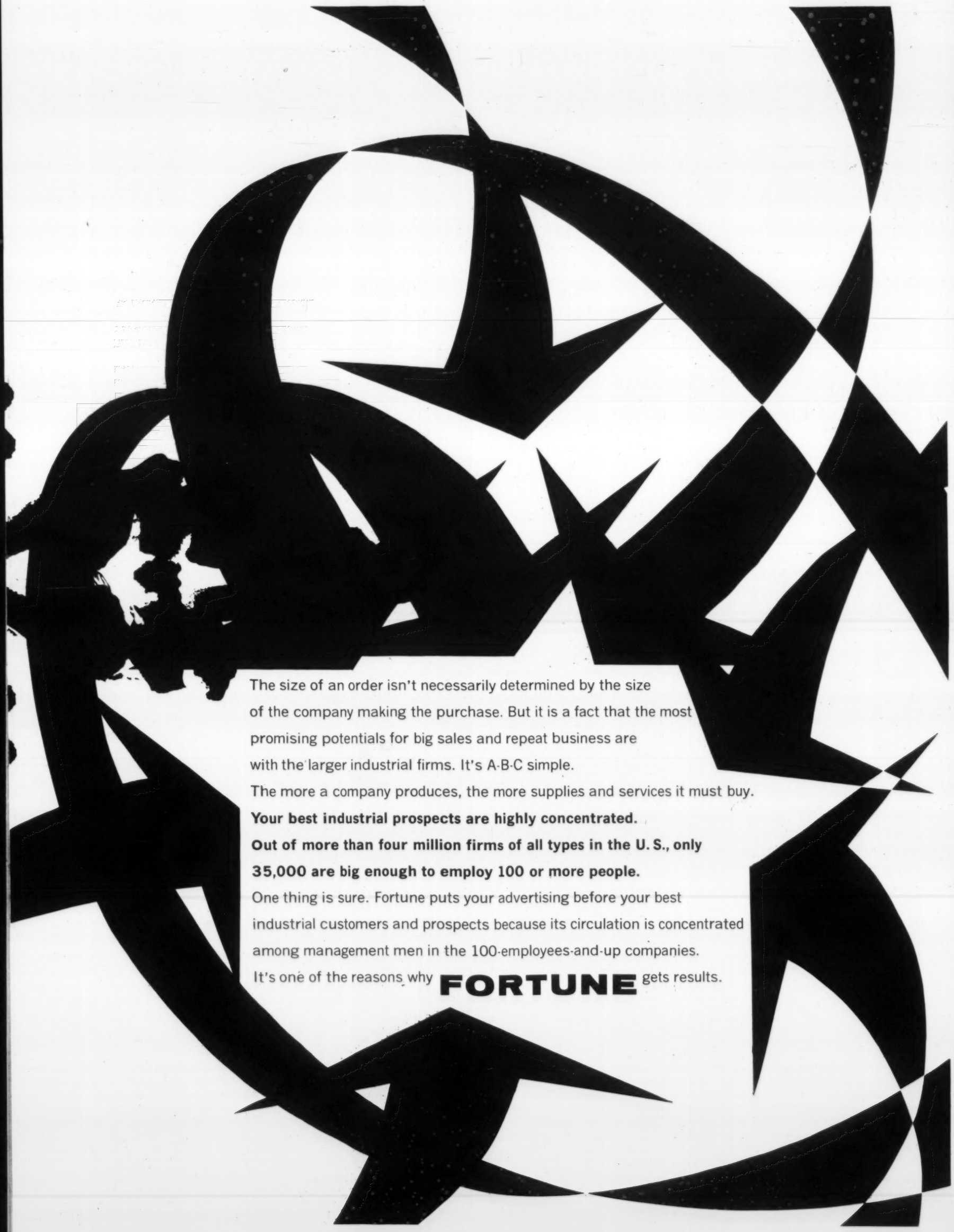
National Representatives:
CRESMER & WOODWARD, INC.

Member Metro Sunday Comics Network

GO BIG.. BE BIG
In the TRIBUNE...

*GREATEST HOME DELIVERED CIRCULATION IN NORTHERN CALIFORNIA

Concentrate



The size of an order isn't necessarily determined by the size of the company making the purchase. But it is a fact that the most promising potentials for big sales and repeat business are with the larger industrial firms. It's A-B-C simple.

The more a company produces, the more supplies and services it must buy.

Your best industrial prospects are highly concentrated.

Out of more than four million firms of all types in the U. S., only 35,000 are big enough to employ 100 or more people.

One thing is sure. Fortune puts your advertising before your best industrial customers and prospects because its circulation is concentrated among management men in the 100-employees-and-up companies.

It's one of the reasons why **FORTUNE** gets results.

(Continued from Page 106)

cago, handles most products. In addition to Enovid, Wilson now handles Dramamine and Aldoctone. Sproul & Associates, New York, prepares some South American promotion material for Searle.

Dramamine (for motion sickness) and Metramucil (for constipation) are the only two Searle products that can be purchased without a prescription.

Trade sources estimate that Searle spent about $1,000,000 on advertising in medical publications and direct mail last year (with about two-thirds of that going into a schedule of about 100 medical publications). Increased activity on behalf of Enovid will boost that total this year.

■ Searle told the Kefauver committee that it spent 19.4% of its sales dollar on "selling." This would mean about $7,100,000, based on sales of $36,900,000 last year. The largest portion of this probably goes for the company's 300 salaried detail men—perhaps between $4,000,000 and $5,000,000. Sampling is another expense, along with production of literature and other advertising in addition to paid space and direct mail pieces.

The company gets out two or three mailings a month. They go to a basic list including general practitioners and internists plus whatever specialists might be interested in the particular product. A mailing will usually run between 100,000 and 160,000 pieces.

Searle sells only to wholesalers (about 350 in the U. S.) and large institutions, such as hospitals, but the detail men visit doctors and retail druggists as well. For an ethical drug house, the doctor is of course all important. As the writer of prescriptions, he decides which products the consumer (patient) will use.

■ Searle has a very short line of products—currently about 30. Only about 12 of these are actively promoted.

"If you have a long line of products," said Mr. Scott, "you pretty much have to have them all." Searle prefers to stick to the specialties, such as steroids (in effect, artificial hormones), and avoids

Top Ethical Drug Producers

(In Millions)

	Sales		Profits		1961, 1st 6 Mos. % Gain or Loss	
	1960	1959	1960	1959	Sales	Profits
Parke, Davis	$200.0	$191.5	$30.5	$31.0	—9.0	—37.7
Eli Lilly	178.5	187.0	18.8	23.4	8.4	10.5
Upjohn	159.4	156.9	22.8	23.2	2.8	— 4.3
Smith, Kline & French	144.5	134.9	24.0	25.0	6.9	16.1
Abbott Labs	126.0	122.6	12.4	13.0	0.8	—13.1

NEW DOSE—*A change in product, or product dosage, is important medical news which G. D. Searle & Co. passes on to doctors with ads like this one for Pro-Banthine.*

WTRF-TV STORY BOARD

"Watch it!"

WATCH that lion! The mother lion opened her eyes lazily and saw her young son chasing a hunter around and around a tree. "Junior," she called, "don't play with your food." (How's that for Grand Forks-full Lions? Thanks to Simmons Ad Agency's E. E.!)

WATCH wtrf-tv

WATCH that line! A football game is one place it pays to kick when things aren't going well!

WATCH Wheeling

WATCHing the gals! Promotion Man Jim "Watch Seven Day And" Knight says, "No wonder Marilyn Monroe's voice comes out so well, look where it's been!"

WATCH Seven

WATCHING cash? Don't hedge . . . if you're short of cash just lay your (credit) cards on the table!

WATCH wtrf-tv

WATCH him go! Stacey Franks, Warner Brothers hopeful, says he knew he was meant for Hollywood the day he had to tell his cronies that "High Noon" was not a three martini lunch!

WATCH Wheeling

WATCH it! Strategy overheard: "Let's face it, men. We have to go along with this modern age. Which would you rather do—come home to find the refrigerator on the blink or come home to find the iceman out of order?

WATCH Seven

WATCHing audience? WTRF-TV has it and that's why alert advertisers make it a point to schedule Wheeling to reach the buying public in the Wheeling-Steubenville Industrial Ohio Valley. George P. Hollingbery will be happy to give you the specifics. Give 'em sell-on-seven, George!

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

antibiotics and vitamins.

Up until Enovid's rapid rise, two drugs—Banthine (for peptic ulcers) and Dramamine—accounted for about 50% of sales. Awaiting FDA approval is Flagyl, an oral treatment for vaginal infections, which is said to have good sales potential.

■ Financially, G. D. Searle & Co. —which ranks about 14th in the industry—is a tidy operation. Last year's sales of $36,900,000 were 7% above 1959, and net income was $7,457,000. For the first half of this year, sales hit $21,800,000, an 18% jump over the same period last year. With Enovid leading the way, Searle may be headed for the biggest sales increase in its history this year.

Investors apparently like the company's potential. Its gross profit margin is one of the highest in the drug industry, and its return on net worth has averaged 25% over the last decade. Its stock, sold over the counter, is currently running about 110; ten years ago it was about 20.

The company was founded by Gideon Daniel Searle, a pharmacist, in Omaha in 1888. Two years later the operation was moved to Chicago. In the 1930s the company began its present policy of selling only a few products, and trimmed its list from more than 800 items to fewer than 30.

Annual sales reached $1,000,000 in 1936, and passed the $30,000,000 mark in 1957. The company moved out to suburban Skokie in 1942, and now occupies seven buildings here. More than one-third of the physical plant and facilities are devoted to research.

■ John G. Searle, the present president, is the grandson of the founder, and two members of the fourth generation work for the company, which is 51% family owned.

Foreign operations have been a steadily growing source of income for Searle. Last year it accounted for 17% of total sales, compared with 15% the previous two years. The products are sold throughout the free world, either through subsidiaries or distributors.

Looking toward the future, the company has established a division of animal products research, although no veterinary products have yet been put on the market.

With the high percentage of very young and very old people (whose drug use is heavy) in the U.S., and the great need for new drugs for treatment of a vast number of

(Continued on Page 112)

Top Ethical Drug Advertisers, 1960

In Direct Mail and Medical Publications

1 Wallace Laboratories	$6,000,000	7 Chas. Pfizer	$4,000,000
2 Merck Sharp & Dohme	5,500,000	8 Roche Laboratories	3,700,000
3 Smith, Kline & French	5,000,000	9 Schering	3,700,000
4 Parke, Davis & Co.	4,600,000	10 Warner-Chilcott	3,600,000
5 Ciba	4,500,000	11 Abbott Laboratories	3,500,000
6 Lederle Laboratories	4,000,000	12 A. H. Robins	3,500,000
		13 Upjohn	3,300,000
		14 Eli Lilly	3,000,000
		15 Geigy	2,800,000
		16 Winthrop	2,300,000
		17 Eaton	2,200,000
		18 Squibb	2,000,000
		19 Wyeth	2,000,000
		20 Bristol	2,000,000
		21 Mead Johnson	2,000,000

Totals estimated by Advertising Age

BASIC TEST FOR MEDIA SELECTION

Ask anyone, anyone you're trying to sell in the aerospace market, what BUYERS' GUIDE he uses most.

Without a doubt, you will find AVIATION WEEK and Space Technology's ANNUAL BUYERS' GUIDE ISSUE the most widely used reference edition.

It is the only BUYERS' GUIDE covering all segments of the vast, technologically complex aerospace industry. It contains over 50,000 manufacturers' product listings in 1,800 product categories. Major categories include: Aircraft, Avionics, Space Vehicles and Missiles, Support Equipment and Activities, and Airport and Airline Equipment.

ADVERTISER BENEFITS

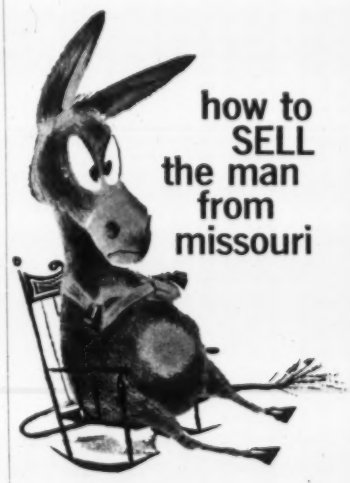
- Advertisers' product listings in Bold Face Type
- Year long ad life
- Multiple exposure of advertising
- Reader Service Inquiry Cards
- Manufacturers' Indexes (by product and by manufacturer)
- Advertisers' Indexes (by products advertised and by advertiser)

If you sell products, services, or materials to the aerospace industry, your advertising message belongs in the SEVENTH ANNUAL BUYERS' GUIDE ISSUE – along with your company's product listings.

PUBLISHED: MID-DECEMBER

Aviation Week and *Space Technology*

A McGraw-Hill Publication, 330 West 42nd St., New York 36, N.Y.



It's simple . . . SHOW HIM with living 3-D pictures. Stereo talks a language everybody understands.

In today's demanding market, the complete, dramatic realism of full-color stereo carries your message as no other media can. Stereo is always seen—never goes into the wastebasket. Your prospect sees your product exactly as it is—be it buttons or bulldozers—and hears it speak with commanding authority. Design, color, texture, all details and features are reproduced with a "reach out and touch" realism that "reaches out and sells".

Put View-Master Stereo to work for you—write today.

SEND FOR FREE SAMPLE: View-Master product reel and hand viewer. Mail coupon to Sawyer's, Inc., Dept. A, Portland 7, Oregon.

Name_____

Company_____

Street_____

City_____ Zone____ State____

Test Before You Jump

Before putting a new product into the national swim, give it a shakedown cruise in the receptive South Bend market. It's Indiana's richest market . . . isolated from outside influences . . . adequately covered by distribution facilities and repeatedly used by experienced researchers. To reach this rich market you need only the saturation power of The South Bend Tribune. Tests cost less because one newspaper does the job. Split runs and ROP color available every day. Get the answers by testing first with The South Bend Tribune.

The South Bend Tribune

TEST TOWN U.S.A.

The South Bend Ind. Market
Seven Counties, over
One Half Million People

Franklin D. Schurz, Editor and Publisher • Story, Brooks & Finley, Inc., National Representative

In over six years of clinical use...

WALLACE BLITZ—*Wallace Laboratories, division of Carter Products, is the largest user of medical journals. Wallace has no detail staff and includes coupon in its ads for physicians who want to write for samples. Miltown advertising is handled by Ted Bates & Co. while Soma advertising was switched recently to Leo Burnett Co.*

Assistant plant manager Stanley T. Murphy, in charge of night operations at the Long Island City plant, checks the status of a job at the control desk.

Go to the busy man...

to get something done, the old proverb has it... which may be another good reason for going to Intaglio Service for your gravure production.

Oldest, largest, and busiest gravure processor, last year Intaglio handled more publication and packaging jobs than any other rotogravure engraver.

Intaglio's volume requires four plants in New York, Chicago, Detroit and Cincinnati. The continuous work flow, and nearness to customers, helps in time and costs.

Only Intaglio has the capacity for such volume . . . with a working force of more than 500 skilled personnel, 35% of whom have been with Itaglio for ten years or more . . . four new and completely modern plants . . . with every available control for quality, air and light. Also more, and more varied, experience in gravure than anybody in the world!

The advertisers who use gravure most, in print and packages, depend on Intaglio for the best in gravure. You can, too!

Intaglio SERVICE CORP.

Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 46th St., New York—731 Plymouth Court, Chicago—40 Hague Ave., Detroit—1828 Lewis Tower Bldg., Philadelphia—126 West McMicken Ave., Cincinnati—1932 Hyperion Ave., Los Angeles—544 Market St., San Francisco—

G. D. Searle . . .

(Continued from Page 111)

ailments, the future for the ethical drug field is challenging. Companies whose research laboratories turn out tomorrow's "wonder drugs" will capitalize on new products.

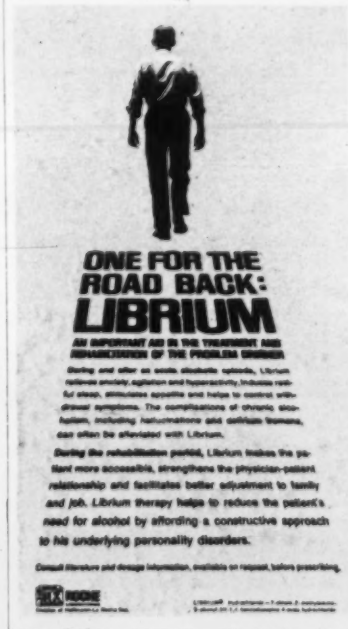
In the field of ethical drug promotion, the problem is similar to the consumer field—too much advertising. In the pre-Kefauver days, the drug companies' prime target, the M.D., was getting about 100 mail pieces each week. This has dropped to about 65 or 70, but the insistent rush of new products is sure to push that figure up again.

■ Referring to criticism of promotion voiced during the Kefauver investigations, Mr. Scott said, "No one seems to realize that it takes a lot of contacts to get a doctor's attention. The only things we can use right now are medical journals, mailings, meetings, sampling and salesmen."

Mr. Scott noted that he is always ready to investigate new ways to reach the doctors.

"We probably would be interested in closed-circuit broadcasting into physicians' offices, if it ever becomes practical," he said.

"The tempo of promotion in the ethical field has increased over the years," he noted. "But we have always used a conservative and scientific approach. We keep it on a professional level." #


ONE FOR THE ROAD BACK:
LIBRIUM
AN IMPORTANT AID IN THE TREATMENT AND REHABILITATION OF THE PROBLEM DRINKER
During the rehabilitation period, Librium makes the patient more accessible, strengthens the physician-patient relationship and facilitates better adjustment to family and job. Librium therapy helps to reduce the patient's need for alcohol by affording a constructive approach to his underlying personality disorders.
ROCHE

BIG—*Sales success of 1960 was Roche's Librium, a tranquilizer which hit $10,000,000 sales in its first year. Agency: William Douglas McAdams.*

three minutes from the cash register

Approved Outdoor Advertising strives to be located on arteries that lead to the store.

Approved Outdoor Advertising would be approved neither by business nor the public if it violated both sound business judgment and good taste by appearing helter-skelter on the nation's rural highways.

For the Standardized outdoor medium — which is the only kind represented and promoted by OAI — is sold and bought as a marketing tool to reach prospects one-two-three minutes from the cash register.

Because our Approved Outdoor posters and painted bulletins give the last visual picture of the product before the prospect enters either the store, the tavern or the dealership, we must stay on arteries leading to business.

This makes sense to us because it makes sense to advertisers. Particularly to marketing managers and others concerned with the rising costs of distribution.

Particularly to marketers who know that in this do-it-yourself age no one recommends a brand in the store; since fewer than one-third of supermarket shoppers make buying plans at home, the sale must be started en route.

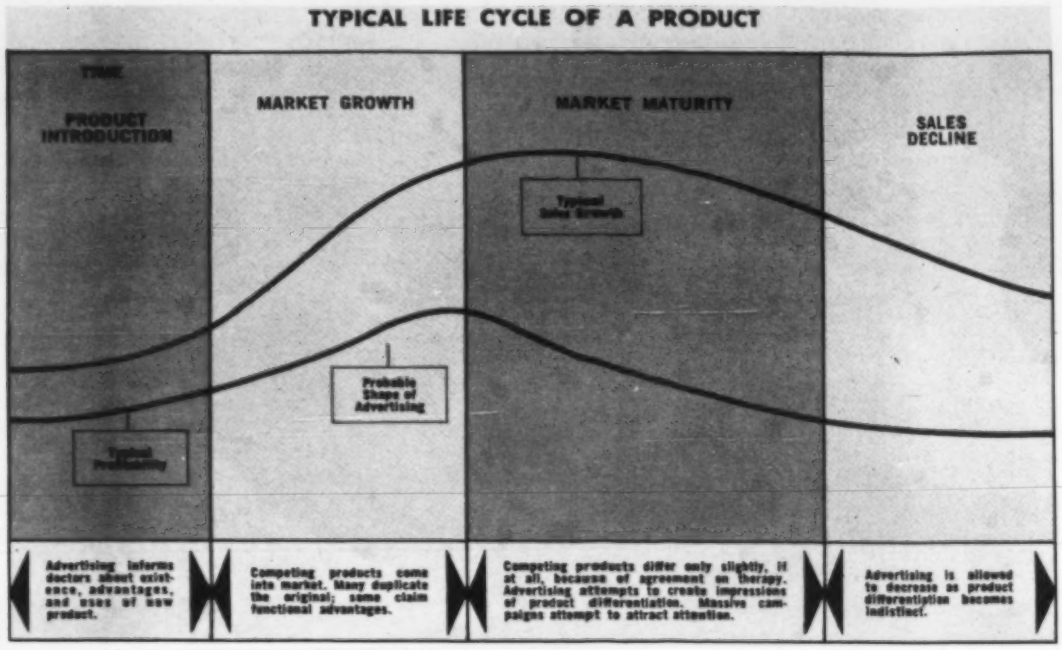
Guiding the hand to the shelf or the car to the pump is one of the key purposes of advertising. For this call to action you can count on Approved Outdoor—the medium that's only three minutes from the cash register! APPROVED OUTDOOR . . . the smart money answer to today's tough marketing situations. Approved Outdoor represented nationally only by

Outdoor Advertising Incorporated

360 Lexington Avenue, New York 17, New York. Phone: MU 2-2800

Offices in: Atlanta, Chicago, Dallas, Detroit, Los Angeles, Philadelphia, St. Louis, San Francisco, Seattle

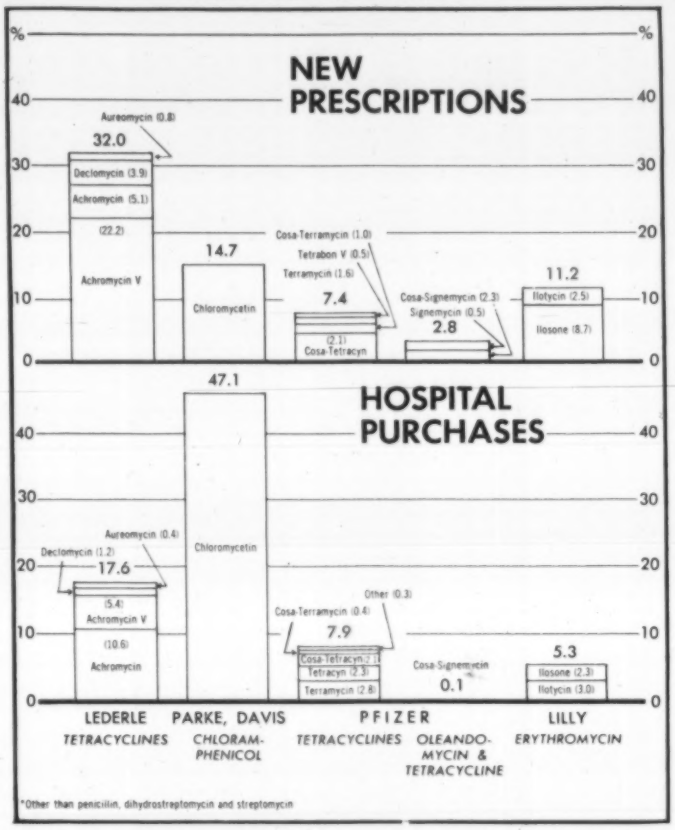
Drug Trends Charted: Prescriptions, Product Cycles


TYPICAL LIFE CYCLE OF A PRODUCT
TIME
PRODUCT INTRODUCTION
MARKET GROWTH
MARKET MATURITY
SALES DECLINE
Typical Sales Growth
Probable Shape of Advertising
Typical Profitability
Advertising informs doctors about existence, advantages, and uses of new product.
Competing products come into market. Many duplicate the original; some claim functional advantages.
Competing products differ only slightly, if at all, because of agreement on therapy. Advertising attempts to create impressions of product differentiation. Massive campaigns attempt to attract attention.
Advertising is allowed to decrease as product differentiation becomes indistinct.

UP, DOWN—*Chart by National Wholesale Druggists Assn. shows how a typical drug product rises, fades.*

Leading Antibiotics, 1959

*Per Cent of Market**



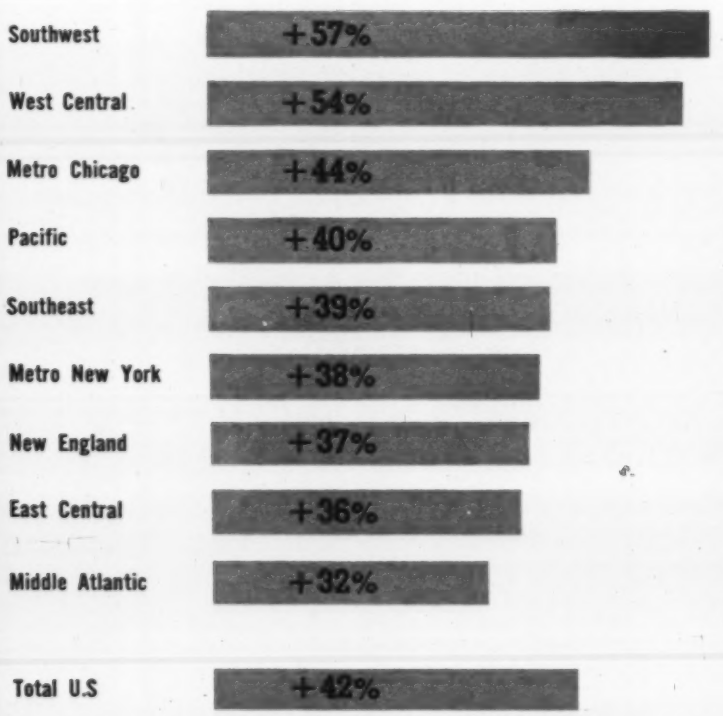
*Other than penicillin, dihydrostreptomycin and streptomycin

WHO LEADS—*Chart from Kefauver committee report on drug hearings shows makeup of antibiotic market in 1959. Lederle Laboratories accounted for 32% of new prescription market with Achromycin V, Achromycin, Declomycin. Parke, Davis dominated hospital purchase market with 47.1% share for its Chloromycetin.*

Prescriptions Gains by Area

Based on Number of New Rx and Refills

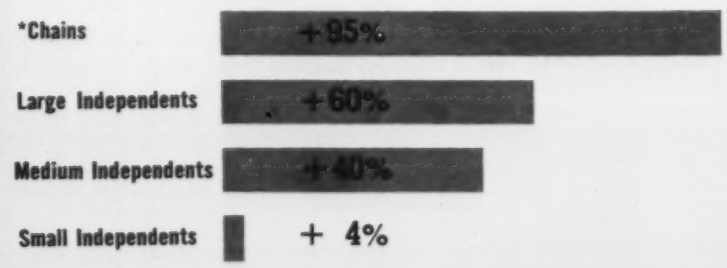
1960 Vs. 1955



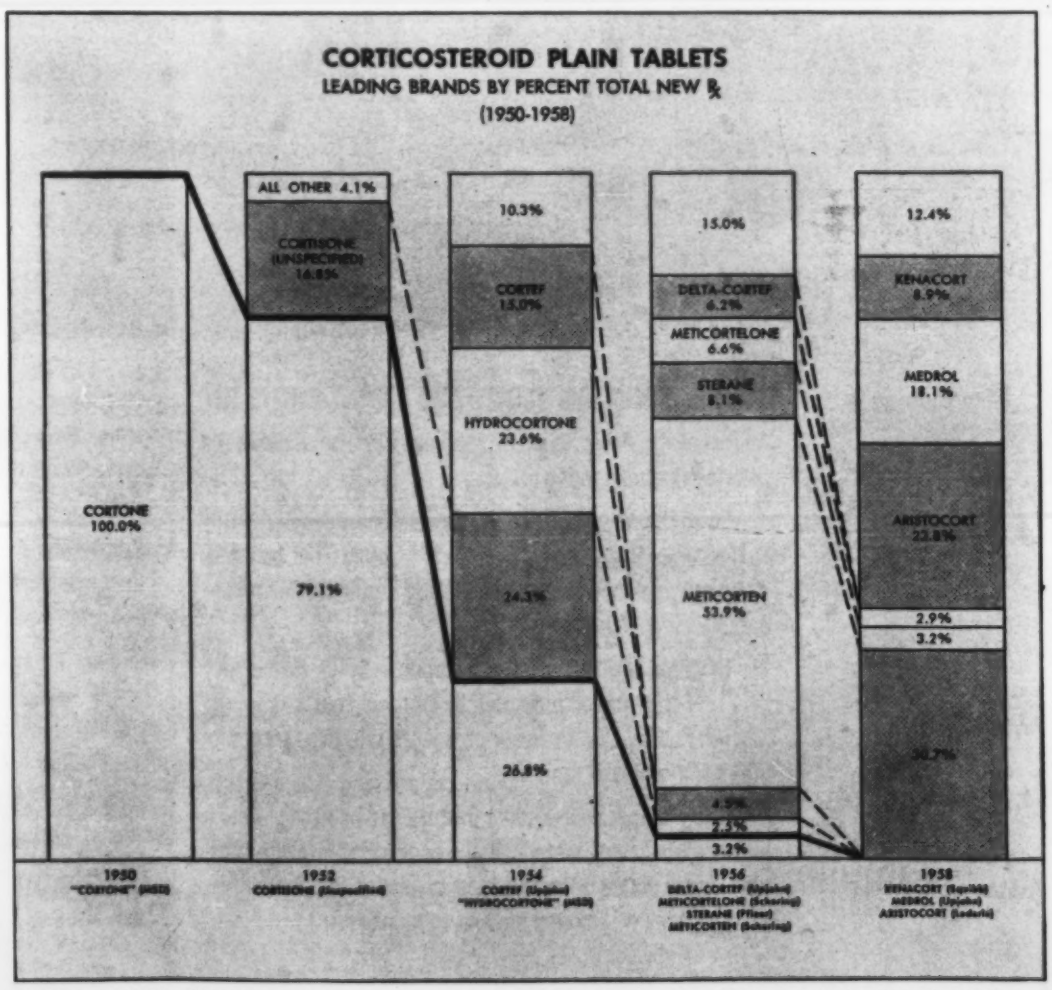
Prescriptions Gains by Stores

Based on Number of New Rx and Refills

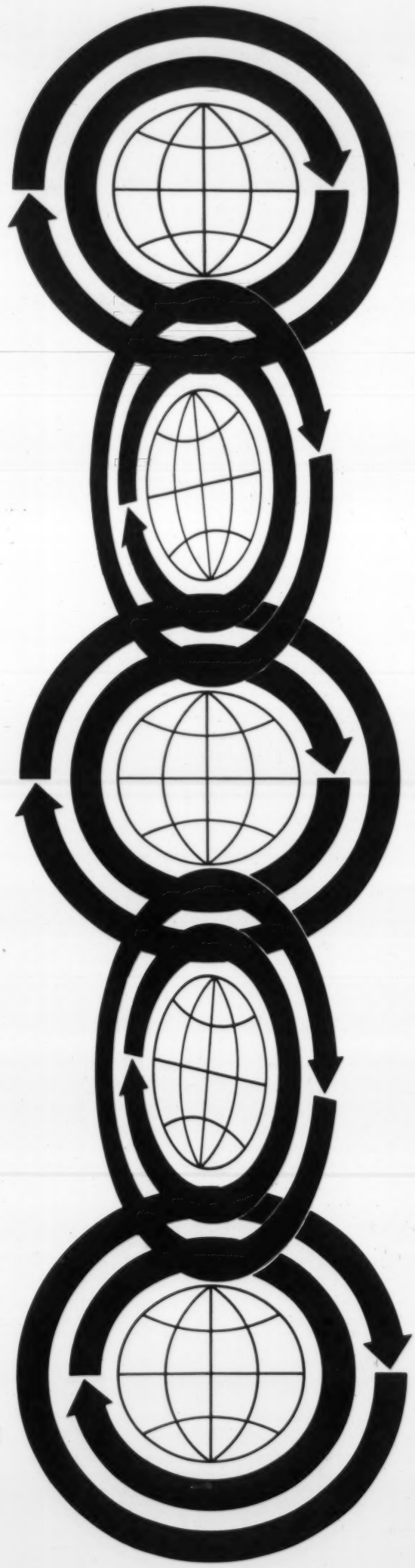
1960 Vs. 1955



Source: Nielsen Drug Index



FLEETING SUCCESS—*Chart presented to Kefauver committee by Merck & Co. shows how fleeting is a product's success in ethical drug market. Chart shows market for corticosteroids, used to treat rheumatoid arthritis and other illnesses. When Merck introduced cortisone in 1950, it had 100% of the market. Schering brought out Meticorten in 1955 and within a year it controlled 53.9% of the market. Meticorten began to fade in 1958 under the impact of Lederle's Aristocort, Upjohn's Medrol and Squibb's Kenacort. Chart only goes to 1958 but since then Merck has rebounded with Decadron.*



Private line, wire, wireless, and **cable** networks link Fairchild's New York headquarters with 383 American cities and 33 foreign countries. Result: speedy transmittal of business news – from wherever it breaks – to the pages of

FAIRCHILD
BUSINESS NEWSPAPERS

...publications of the world's largest business newspaper organization.

One million business men and women know that fast news can mean the difference between profit and loss – which is why they get their business news first – from Fairchild.

Shouldn't they be reading your advertising first?

THE BIG DIFFERENCE IS

NEWS

WOMEN'S WEAR DAILY • DAILY NEWS RECORD • HOME FURNISHINGS DAILY • FOOTWEAR NEWS • SUPERMARKET NEWS • ELECTRONIC NEWS • METALWORKING NEWS • DRUG NEWS WEEKLY • MEN'S WEAR MAGAZINE

FAIRCHILD PUBLICATIONS, INC., 7 EAST 12 ST., NEW YORK CITY

Robertson Spurr Veckly Gudeman Hayes Wulfeck Beville Swanson Kent McCall

ARF MEETING—*Researchers attending the annual meeting of the Advertising Research Foundation were George Robertson, General Electric; John Spurr, McGraw-Hill; John Veckly, U.S. Steel; Edward Gudeman, Under Secretary of Commerce; Arthur Hull Hayes, CBS Radio; Wallace Wulfeck, William Esty Co.; Hugh Beville Jr., National Broadcasting Co.; Charles Swanson, Curtis Publishing Co.; Leonard Kent, Needham, Louis & Brorby; and David McCall, Ogilvy, Benson & Mather.*

McLain to 'News-Call Bulletin'

Harry C. McLain, former exec vp in charge of sales for the *Oregon Journal*, Portland, has been named advertising director of the *San Francisco News-Call Bulletin*. Mr. McLain succeeds Wallace Brooks, who resigned.

Jackson Area

Buys 128%

MORE AUTOS

Automotive sales here are up dramatically since 1950 and so are all other economic indicators as reflected in sales tax records.

As the center of a 100,000 square-mile "empire," the Jackson 16-county trade zone is even more important to you. And the best way to reach this growing, spending market is through the Clarion Ledger and Jackson Daily News . . . Mississippi's leading newspaper by 4 to 1 . . . 92,412 circulation and 87,126 for the combined Sunday edition.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS

Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)

Discounters Band Together; Plan Industry PR Drive

NEW YORK, Oct. 10—Formation of a discount trade group, called the Assn. of Discount Merchants, was announced here Oct. 3.

Members of a preliminary executive committee are Stanley Danburg, president of Globe Discount City, Houston; Lawrence Goodman, president of Goodman Community Stores, Chicago; Samuel J. Rosenstein, chairman of the board of Towers Marts International; Stanley Feldberg, president of Zayre Corp., Natick, Mass.; Stephen Masters, president of Masters Inc., New York; Martin Chase, chairman of Ann & Hope Factory Outlet, Cumberland, R.I.; and Paul Dichter, president of Maxam Inc., Rosindale, Mass.

Plans to hire an executive secretary, conduct a membership drive and develop an industry public relations program have been formulated. #

California Rules Agency Isn't Taxed on Service Bills

The California state board of equalization has issued a ruling classifying advertising agencies as "agents," and not "retailers." The sales tax ruling stipulated that agencies act as agents of their clients and thus may not be taxed on fees, commissions, service charges or creative services.

Items taxable under the ruling include total charges to the client for "items of tangible personal property, such as drawings, paintings, designs, lettering, assemblies, and printed matter." Whether these items are used for reproduction or display purposes is immaterial, the ruling said.

Sears Studies Drug Chain

Sears, Roebuck & Co., Chicago, will reportedly open a large drug store in its Fort Worth shopping center next spring. This would be a first for Sears, although it now sells drugs in its department stores and through its catalogs. Although the retailer declined comment, the Fort Worth store reportedly is an experiment, and may be the forerunner of a Sears drug store chain.

Lock Joins Garfield, Hoffman

Marion Lock has joined the copy department of Garfield, Hoffman & Conner, San Francisco. Miss Lock was formerly with Lilienfeld & Co., Chicago.

Department, Specialty Stores' Sales-Ad Ratios Remain Stable, Harvard Study Shows

BOSTON, Oct. 11—In 1960, for the third straight year, department and specialty stores' advertising costs as a percentage of net sales have remained stable, a Harvard Business School bulletin, "Operating Results of Department and Specialty Stores in 1960," reports (AA, July 6, 1953 *et seq.*).

And as before, stores with net sales from $5,000,000 to $20,000,000 annually spend the largest proportions of sales for advertising, the study shows.

The report, by H. Lawrence Isaacson, research associate in business administration, is the 41st annual Harvard survey of margins, expenses and profits of department stores. It is based on reports from 285 department store companies and 99 departmentized specialty store concerns. Reporting companies were fewer for 1960, but the aggregate number of stores represented increased from 713 in 1959, to 787 in 1960.

■ For the first time, the survey details a breakdown by media of advertising expenditures and store volume.

Advertising expenditures by class of stores are detailed in the table below.

Volume Class	% of Sales
Less than $1,000,000	2.5
$1,000,000—$2,000,000	2.85
$2,000,000—$5,000,000	3.1
$5,000,000—$10,000,000	3.15
$10,000,000—$20,000,000	3.5
$20,000,000—$50,000,000	2.7
$50,000,000 or more	2.4

■ Why the bulge in the lower-gross stores' ad percentages? "At least three possible causes may be operative here," the study says.

"First, these stores must compete for attention in most media with larger competitors who can spread identical space costs over greater volume; secondly, these stores may be less able to use some kinds of advertising help from suppliers; and thirdly, these stores may not be able to qualify for the lowest media rates based on volume space purchases."

Stores of all classes still devote the lion's share of their ad budgets to newspaper linage, the study reports. Here is the breakdown:

Advertising Media Costs: 1960

Net Sales in owned departments=100%

Volume Class (000,000 omitted)	Newspaper	Direct Mail, Catalogs	Radio	TV	Other	Total
Less than $1	1.8%	0.1%	0.2%	0.0%	0.4%	2.5%
$1-$2	2.45	0.1	0.2	0.0	0.2	2.85
$2-$5	2.65	0.1	0.1*	*	0.25	3.1
$5-$10	2.65	0.1	0.1	0.1	0.2	3.15
$10-$20	2.8	0.15	0.1	0.05	0.4	3.5
$20-$50	2.45	0.1	0.23	0.0	0.12	2.7
$50 or more	2.15	0.15	0.0	0.0	0.1	2.4

*Radio and tv combined=0.1%

■ 1960 department store sales were up slightly and profits off sharply, the report says. Managements, anticipating the "soaring '60s," had committed themselves to expansion of facilities, inventories and services. "When expected volume was not forthcoming, a sharp cutback was required to prevent substantial losses," the report says. #

Allen Appoints Coombs

Sam Coombs has joined Allen, de St. Maurice & Spitz, San Francisco, as creative director. Mr. Coombs was formerly with McCann-Erickson and Batten, Barton, Durstine & Osborn, San Francisco.

Boege to McCann-Erickson

Richard A. Boege had joined McCann-Erickson, Portland, as media director. Mr. Boege was formerly media director of Dancer-Fitzgerald-Sample, New York

Jackson Joins Frojen

Sylvia Jackson, formerly with J. Walter Thompson Co., has joined Robert C. Frojen & Associates, Los Angeles, as a research specialist.

DAYTIME COLOR TELECASTS ALMOST TRIPLED

Daytime Color programming has mushroomed from 306 hours in 1959 to 815 in 1961. No wonder the big switch is to Color TV. Are you with it? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900

GLADIRON—*Dormeyer is promoting its friendly iron with a b&w series in Electrical Merchandising Week, Home Furnishings Daily and Mart. North Advertising is the agency.*

Meredith Earnings Drop Sharply on Higher '61 Gross

DES MOINES, Oct. 11—Meredith Publishing Co. told stockholders at their annual meeting here Oct. 10 that earnings for 1961 dropped sharply on gross sales slightly higher than those in 1960, when earnings were the second highest in the publisher's history.

Revenues for fiscal 1961 were $60,197,137 and net earnings and special credits were $1.90 per share, or $2,514,000, down from last year's $4,421,000, Fred Bohen, president, says in the diversified publisher's annual report.

"1961 was a year of divergent trends," he reports. "Earnings dropped sharply, circulation of our magazines continued to grow, important acquisitions were made in the book publishing field, the move to the new printing plant was completed, and new product divisions were established."

■ Meredith now has six divisions, "each with its own management and each with its own profit responsibility." The magazine publishing division publishes *Better Homes & Gardens* and *Successful Farming* magazines; Meredith Press division, headed by newly-elected vp Jack Barlass, publishes general and trade books under the imprints of *BH&G*, Appleton-Century-Crofts and Duell, Sloan & Pearce.

Meredith's textbook division, headed by Allan Ferrin, former president of Appleton-Century-Crofts, publishes textbooks under the Appleton-Century and Lyons and Carnahan imprints.

The broadcasting division, under Frank Fogarty, includes four television and five radio stations: WHEN (am and tv), Syracuse; KCMO (am, tv and business music service), Kansas City; KPHO (am and tv), Phoenix; WOW (am, fm and tv), Omaha; and KRMG, Tulsa. All except KPHO are CBS affiliates.

■ Meredith's geographical globe division, under Luther I. Replogle, produces a complete line of geographical globes, and the printing division, headed by Gordon Ewing, prints the Meredith magazines, some books and does outside printing. #

Taylor-Jessop Names Dozer

Taylor-Jessop Advertising Co., Akron, O., has appointed Clark L. Dozer sales manager. Mr. Dozer was formerly manager of WCMW, Canton, O.

Young Radio-TV Companies Announce New Appointments

John T. Fenwick, formerly with WNBC-TV, New York, has joined the New York sales staff of Young-TV, tv station representative, replacing Roger Sheldon, who has been appointed manager of the Chicago office of Adam Young Inc., radio station representative. George Yonan, who had been district manager of Sutton Publishing Inc., has joined the Chicago staff of the radio representative, succeeding Jack Bivans, who went to WBBM, Chicago.

Lee Redfield, who has been handling Philadelphia, Baltimore and Washington for the radio division, will also cover these cities for television. In still other appointments, John M. Walker, formerly manager of the St. Louis office of Daren F. McGavren Co., has been named to head Young's office in that city. He succeeds Dell Simpgon, who has been named radio sales manager in the company's San Francisco office. James (Ted) Brew, formerly media supervisor at Batten, Barton, Durstine & Osborn has joined Young's New York radio staff. Added to the Los Angeles radio-tv staff was Millard F. Ewing Jr., formerly with the staffs of KLAC, KXLA and KNX, Los Angeles.

Technicolor Boosts Burns; Adds Atkins Travel Slide

James T. Burns, vp of Marshall-Burns, Chicago division of Technicolor Inc., has been elected a vp of the parent company. Meantime, Technicolor announced acquisition of Atkins Travel Slide, San Francisco, for an undisclosed price.

THE Ivanhoe By-the-Sea
Just 2 Minutes North of Miami Beach In beautiful, Fashionable Bal Harbour A Truly Distinguished Oceanfront Resort Hotel
Our Color brochure and rates are yours for the asking.
LARRY CLIFF - MANAGER
10175 COLLINS AVE., BAL HARBOUR, FLA.

MEDIA AND ADVERTISING PLANNERS
Ask your PGW Colonel to show you PERSPECTIVE '61 —a quantitative study of South Florida media.

Metropolitan Miami has now become a member of the magic circle of American cities with populations of one million or over. This means Miami joins that distinguished group of 15 cities which account for one-third of America's population and retail buying power. Today, the population of the vast South Florida market is 1,850,000—and only WTVJ among all media covers it totally, with one signal, with circulation greater than any other TV station, greater than any newspaper.

WTVJ CBS TELEVISION IN SOUTH FLORIDA
A Wometco Enterprises, Inc. Station • South Florida's Largest Daily Circulation
REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.
WOMETCO ENTERPRISES INC.

IN TRANSIT—*Sau-Sea Foods, Inc., aiming at "massive holiday sales" in New York and New England, has scheduled this "first" New York subway poster for Sau-Sea ready to serve shrimp cocktail as part of the biggest campaign in its history.*

Blackburn Folds 'Modern Server'

NEW YORK, Oct. 12—Blackburn Publications has suspended publication of *Modern Server & Spirits Store* with the September issue.

The company's sole publication, it had been converted from a biweekly tabloid to a monthly magazine for that issue (AA, Aug. 21). It offered four editions with a total circulation said to be 90,000.

James E. Blackburn, former vp and director of McGraw-Hill Publishing Co., formed Blackburn Publications in 1959. Mr. Blackburn bought *The Server* from George W. Blakeley, who founded the newspaper about 25 years earlier. Mr. Blakeley continued with the paper as associate publisher and a director. Another Blakeley associate who remained was William J. Papp, formerly managing editor, and later editor and a director.

■ Mr. Blackburn changed the name to *Modern Server & Spirits Store*, offering three regional editions—Atlantic, Midwest and Pacific—circulated with its regular national edition. Initial rates were set at $1,288 a page for the national edition. Regional rates had a low of $448 a page (Pacific).

It was learned that the company lost about $100,000 on the venture. Mr. Blackburn, who could not be reached, has been serving as a publication consultant and business paper broker since his retirement in December, 1956, after 32 years at McGraw-Hill.

Associated with him as a director in the venture was A. Gardiner Gibbs, vp, circulation division, Standard Rate & Data Service. Mr. Gibbs was formerly manager of mail circulation of all McGraw-Hill publications under Mr. Blackburn.

Another director was George E. Lockwood, president of Lockwood Trade Journal Co., New York.

■ Walter P. Lantz, director of market research with Shulton Inc., New York toiletries manufacturer, and a former president of Audit Bureau of Circulation, was secretary. #

MR&S Executives Move Up

Herbert W. Moloney has been elected chairman and chief executive officer of Moloney, Regan & Schmitt, New York. Herbert W. Moloney Jr., formerly general manager, succeeds his father as president and chief operating officer. At the same time, William J. Schmitt, exec vp, has been named vice-chairman of the board and Robert H. Lambert, sales manager, has been named to succeed Mr. Schmitt. The appointment will be effective Jan. 1.

NBC Films Names Rittenberg

Morris Rittenberg has been appointed president of NBC Films, New York, tv film distribution division of NBC Enterprises. NBC Films last June replaced California National Productions. Mr. Rittenberg also has the title of director of domestic enterprises.

Rolley Names Randall

William B. Randall has been elected president of Rolley Co., Reno, division of Botany Industries, succeeding founder Charles A. Rolley, who resigned. Mr. Randall, formerly general manager, joined Rolley, manufacturer of Sea & Ski suntan lotion, in 1949.

50%
MORE READERS
for your highway signs

"Codit" Reflective Liquid gives your highway "tacker" signs the power to impress motorists at night—without the cost of lights! Signs reflect light from oncoming cars. You get 50% more readers than with daytime-only signs, because ⅓ of all traffic travels after dark.

WRITE FOR FOLDER AND FREE DEMONSTRATION SAMPLE

CODIT®
BRAND
REFLECTIVE LIQUID

Minnesota Mining & Manufacturing Co. 3M
Dept. RCW, St. Paul 6, Minn.

Practical Builder reaches
more BUILDERS
more actual builder
BUYING POWER

PRACTICAL BUILDER
5 South Wabash

Hinky Dinky Marts Launch Tape-Saving Promotion

Hinky Dinky supermarket chain has launched a promotion in three of its stores by which consumers can purchase Philco appliances and pay for part of the cost with cash register tapes. The 42-store chain, headquartered in Omaha, has initiated the "instant dividend" plan in three stores in Lincoln, Neb., and one in Columbus, Neb. Contracts for the appliances are made with a Lincoln Philco dealer, Triangle TV Co. A $30 weekly purchase at Hinky Dinky will result in $7.15 toward purchase of the appliance.

Independent Grocers Alliance, a Chicago-based chain, had announced a similar promotion, using cash register tapes, with the tapes being used toward the purchase of a Florida lot. But it has been held up pending approval of the Florida Real Estate Commission (AA, Sept. 11).

Two Join 'L.A. Magazine'

Michael S. Hammond and Jean Bridges have joined the ad staff of *Los Angeles Magazine*. Mr. Hammond was formerly with *Point West*, Miss Bridges with *California Stylist*.

Fitzwater Joins Fletcher

Tommi Fitzwater has joined Fletcher Richards, Calkins & Holden, San Francisco. Miss Fitzwater was formerly merchandising manager of the *San Francisco Chronicle*.

Xerox Boosts Clark

Donald L. Clark has been appointed manager of marketing of Xerox Corp., Rochester, N. Y., a new post. Mr. Clark was formerly manager of office copier sales.

MUNCHER'S DELIGHT—*The Western New York Apple Growers Assn. is running ads like this in 23 upstate New York and Pennsylvania newspapers (AA, Oct. 2). Charles W. Hoyt Co., New York, is the agency.*

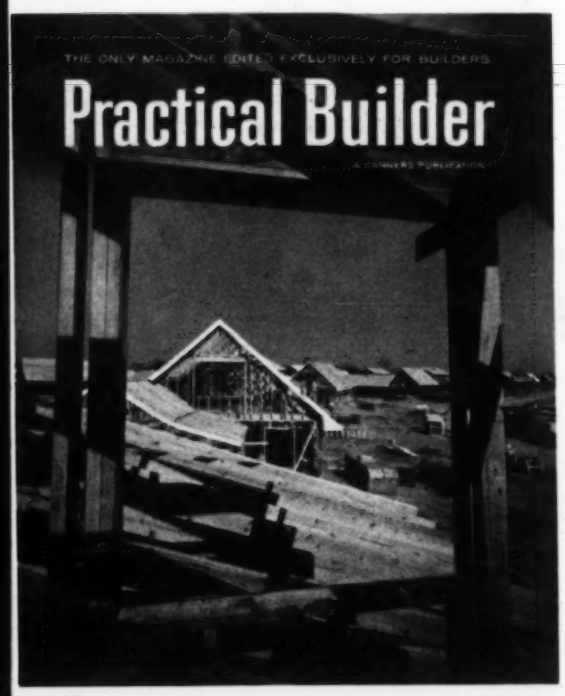
No Boost in 'Post' Ad Rates Before Fall of '62: Schruth

PHILADELPHIA, Oct. 10—*The Saturday Evening Post* won't increase its ad rates until September, 1962, first anniversary of the "new" *Post*, according to Peter E. Schruth, vp and ad director.

In a letter to advertisers and agencies, Mr. Schruth said response to the new format has been "immediate and enthusiastic" and that newsstand sales of the Sept. 16 issue—first with the new format—were more than 200,000 copies above the previous issue.

Although this would seem to be the "ideal time" to increase ad rates and boost the current rate base from 6,500,000, "the experience of the magazine industry during the past decade, during which the *Post* circulation rate base rose more than 70%, indicates that many advertising budgets are adjusted to higher rates by the simple expedient of buying fewer pages," said Mr. Schruth.

■ The *Post* will emphasize further improvement in quality rather than circulation volume and "the reader will pay a greater share of publishing costs," he said, referring to the recent increase in newsstand price to 20¢. #



Your advertising investment in PB goes where it earns the best possible return—active builders *ready-to-buy*. Practical Builder offers the most highly *concentrated* audience of builders (86.96%) . . . *and* the *greatest number* of builders.

These PB builder readers are the buyers of products going into a staggering *$22 BILLION-worth* of Light Construction.

The plain fact is this: in Practical Builder ALONE, your advertising not only works harder . . . it earns *more!*

PB Fact Sources*

More builders: A.B.C. Publishers Statement

More builder buying power: Current BBMR Continuing Reader Study.

*copies on request

A CAHNERS PUBLICATION
Chicago 3, Illinois

the new Commodore!

Ask about the handsomely decorated and magnificent new Windsor Ballroom and smaller suites for all your functions, large or small.

Heart-of-New York Location!

Between U.N. and Theatre Districts; minutes from the Coliseum, Madison Square Garden, shops, night spots. All transportation at door. Close to Rail and Air Terminals; right at Grand Central, near Eastside Airlines Terminal.

Easy to reach by Car!

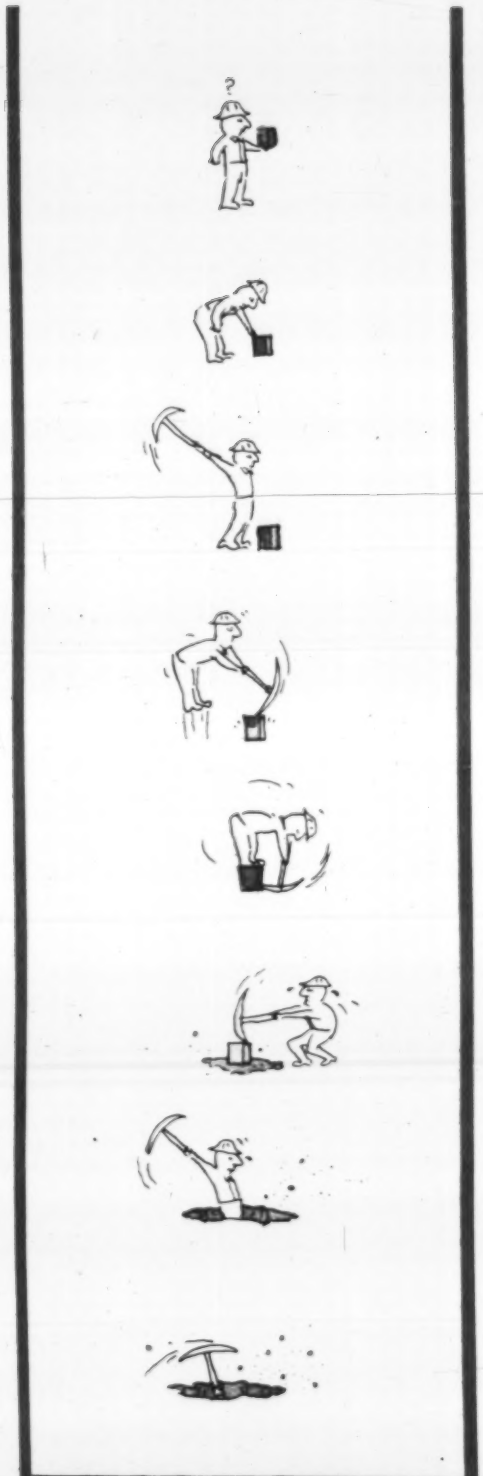
Private Motor Entrance . . . uncongested, traffic-free.

2000 Modern Rooms and Suites!

All outside with private bath

FOR RESERVATIONS, WIRE, WRITE OR CALL:

HOTEL Commodore
42nd St. at Lexington Ave.,
New York 17, N.Y. MU 6-6000



Rotating Spot Plan Set for WMAL-TV Late Night Showings

WASHINGTON, Oct. 11—WMAL-TV has adopted a new system of rotating spot announcements patterned on the recommendations of the American Assn. of Advertising Agencies committee on broadcast media.

The system, designed for feature films, will be used in scheduling advertising spots on the station's late movies (11:30 p.m., Monday through Friday) and "Play of the Week" (11:15 p.m., Saturday). It is supposed to assure that all get "identical weight," and that no advertiser is frozen for an extensive period in either half of the program.

The new plan provides that an advertiser who starts out in the first position on the program will be scheduled in the last position the following week. The third week he is scheduled second from the top and the fourth week second from the bottom. In successive weeks he moves into third position from the top, then third from the bottom. When he reaches the middle position, rotation starts again.

Older rotation systems provide for advertisers to move in numerical order from last position to first, so that many weeks are required for advertisers to obtain maximum message delivery. #

Mansfield Sets Campaign

Mansfield Industries, Chicago, will center its Christmas promotion for its Holiday home movie outfit around a color page in the Nov. 24 issue of *Life*, which will run opposite a half-page b&w dealer listing. Newspaper ad mats, point of sale displays and other materials will be available to dealers. Schram Advertising Co., Chicago, is the agency.

Fried Adds Morse Electro

Ad Fried & Associates, Oakland, Cal., has been appointed to handle northern California advertising for Morse Electro Products Co., New York.

Bankart Leaves Ayer

Norman M. Bankart has resigned as vp and account supervisor of N. W. Ayer & Son, Chicago. His plans will be announced later.

Hayes Pember Gray

GRASS ROOTS RESEARCH—*Harold O. Hayes, vp, led the team of Fuller & Smith & Ross clients and account men who obtained first-hand reactions from farmers and their wives at the Jasper County, Ind., Farm Progress Show sponsored by Prairie Farmer (AA, Sept. 25). Participating in the interview with the unidentified farmer and his wife were Donald Pember, F&S&R account executive, and Mike Gray, president of Myzon Laboratories, a client of the agency.*

Raisin Board Sets Outpost in Sweden

FRESNO, Oct. 10—A new California Raisin Bureau will be opened in Sweden as part of a campaign to boost European consumption of American raisins.

Donald C. White, manager of the California Raisin Advisory Board, which has headquarters here, also announced appointment of Ole Brondum Inc., of Stockholm, to carry out an extensive pr program in Sweden and a less extensive program in neighboring Finland.

Tessab of Stockholm, a correspondent agency of J. Walter Thompson Co., which is conducting a three-continent promotion program for the board, also has been appointed to handle the advertising campaign in Sweden.

■ "The first step in this program," Mr. White said, "will be a market research study covering the cooking habits and tastes of Sweden's housewives and the flow of California raisins into bakeries, restaurants and confectioners.

"The raisin industry," Mr. White continued, "has allocated $25,000 for the first year's program in Sweden, a part of this being matching funds from the Foreign Agricultural Service, a division of the U.S. Department of Agriculture."

Sweden currently imports 4,600 tons of raisins from California, which represents 75% of that nation's total raisin consumption and 7.8% of all California raisin exports.

■ The board earlier this year established an office in London, where an extensive promotional program is being carried out. Similar programs are being launched in Germany, France and Denmark.

In Japan, the first of the board's promotional programs abroad is credited with helping create the largest export market for California raisins for the 1960-'61 marketing year.

Ole Brondum, who will direct the pr effort in Sweden, recently spent 14 months in the U.S. studying the advertising and pr operations of JWT. #

Hunt Foods' Sales Gain

Hunt Foods & Industries, Fullerton, Cal., has reported net sales for the fiscal year ended June 30 at $324,264,000. Net profits for the period were $12,798,000. Due to a merger with Wesson Oil & Snowdrift Co., the company did not report comparable earnings for the 1960 fiscal year, as this encompassed only a seven-month period.

Gibeau Joins Roche

Roche Laboratories, division of Hoffman-La Roche, Nutley, N.J., has appointed John A. Gibeau market analyst. Mr. Gibeau was formerly assistant marketing director of Sudler & Hennessey.

IT'S A CRAZY MIXED UP WORLD!

53% of Westways readers do not read Sunset. 31.6% of Westways readers do not read the Los Angeles Times Home Magazine. 66.8% of Westways readers do not read the Los Angeles Examiner Pictorial Living Magazine. 75.3% of Westways readers do not read Holiday Magazine.

A Study by Facts, Consolidated of Reader Interest in Westways Magazine containing these facts and others just as illuminating is yours for the asking.

WESTWAYS MAGAZINE
232,203 ABC Net-Paid circulation covering Southern California.
2601 S. Figueroa Street, Los Angeles 54, Calif. RIchmond 8-3111.

232,203 ABC Net-Paid circulation covering Southern California.

We Imprint Where To Buy • On Printed Pieces

Dealers Name etc.
On
Catalogs
Magazines
Folders - Cards
Any Amount
As Required

Sersen's Imprinting, Inc.
120 S. Sangamon
Chicago 7, Ill.

FREAK?

No. Different. You'll find a women's magazine —THE FARMER'S WIFE—complete with cover in the midst of this leading business magazine.

And for reasons that add up fast with both readers *and* advertisers. Why?

The nation's biggest business remains a family business. The farms are bigger. Their output is much greater. So is the invested capital. And the cash return.

But ninety-six out of every one hundred U.S. farms are family farms. That ratio hasn't changed in 20 years.

Pop is Chairman of the Board and President. Mom is Vice-President and Secretary. The Board usually meets in the kitchen.

Farm business advertisers need her vote. She needs to know what's happening in the business of farming. She also needs to know how to get the most out of life on the farm for herself and for her family.

Wonderfully effective. FARM JOURNAL is subscribed to by more farm families than the next two farm magazines combined. It leads all other farm magazines in advertising investments.

Humphrey Joins DCS&S

Henry Humphrey, formerly with Cunningham & Walsh, has joined Doherty, Clifford, Steers & Shenfield, New York, as an account executive.

71% INCREASE IN NIGHTTIME COLOR PROGRAMMING

Reflecting the dynamic growth of Color TV, nighttime programming increased from 476 hours in 1960 to 815 in 1961. The big breakthrough in Color TV is here. Are you with it? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, N. Y. 20, N. Y., Tel: CO 5-5900

PROMOTERS' PARLEY—*Participants in the western regional workshop of the National Newspaper Promotion Assn. included (clockwise) David E. Henes, Detroit Free Press; Charles Stiles, Yakima Herald & Republic; Stan Fagerstrom, Longview Daily News; Rudy Marcus, Riverside Press Enterprise; Robert K. Bertsch, Eugene Register Guard; Din Fuhrmeister, Tacoma News Tribune; Charles P. Drury, Garden Grove News; and Lawrence Wade, San Francisco Chronicle. The association adopted the seminar plan this year.*

Your Food & Drug Potential in the Fort Worth Market

Almost ONE-FOURTH of *ALL* Texas food and drug business is done in the 100-county Fort Worth Market, covered *best everyday* by the Fort Worth Star-Telegram. Food sales in this area amount to 23.6% of the state's total. Drug sales in the Fort Worth Market are 24.8%. Average Star-Telegram daily coverage in 98 of these wealthy West Texas Counties is 53.8% (in Metro Fort Worth it is 92%). Food and drug advertising in Texas reach *more* people at *less cost* in the Fort Worth Star-Telegram.

Sources: Sales Management "Survey of Buying Power", May, 1961; ABC White Audit, March 31, 1961.

The Fort Worth Market is Covered ***BEST*** *Everyday by the...*

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

Push for Dailies in Satellite Cities Paid in Ads, NNPA Told

TACOMA, Oct. 10—How and why a group of newspapers in secondary cities within 100 miles of Seattle developed a sales program for national advertising that is already paying off in added linage was related by Alfred L. Goldblatt, merchandising director of Botsford, Constantine & Gardner, at the western regional workshop of the National Newspaper Promotion Assn. last week (AA, Oct. 9).

■ The project began, Mr. Goldblatt said, with a careful analysis of the 1960 census data and a comparison with newspaper penetration. The study showed that half the Seattle market of 1,860,000 lives outside the immediate Seattle area (King County). Yet one Seattle daily has a circulation of only 10%, the other of only 18% in this area, he said.

From this came a campaign based on use of one Seattle daily and nine outside papers. Against a cost of $1.42 a line for the two Seattle dailies, Mr. Goldblatt said, an advertiser can add Tacoma, plus eight secondary newspapers, handled as a block, at a total cost of $2.03 a line.

■ The eight dailies are *Aberdeen Daily World, Bellingham Herald, Bremerton Sun, Centralia-Chehalis Daily Chronicle, Everett Daily Herald, Olympia Olympian, Port Angeles News,* and *Skagit Valley Herald.*

"This promotion sells newspaper advertising, not a single newspaper," Mr. Goldblatt stressed. "Quit this competitive selling of one newspaper against another. Some day sit down and listen to the national advertising on radio. You'll find that your competition isn't the newspaper."

■ The pattern worked out in the greater Seattle market will guide similar promotions in other major western markets, Mr. Goldblatt indicated. He added, "This represents newspaper promotion as it is going to be done for secondary-market newspapers in the satellite cities that are part of a major market." #

DeRoo Joins Mervin & Levine

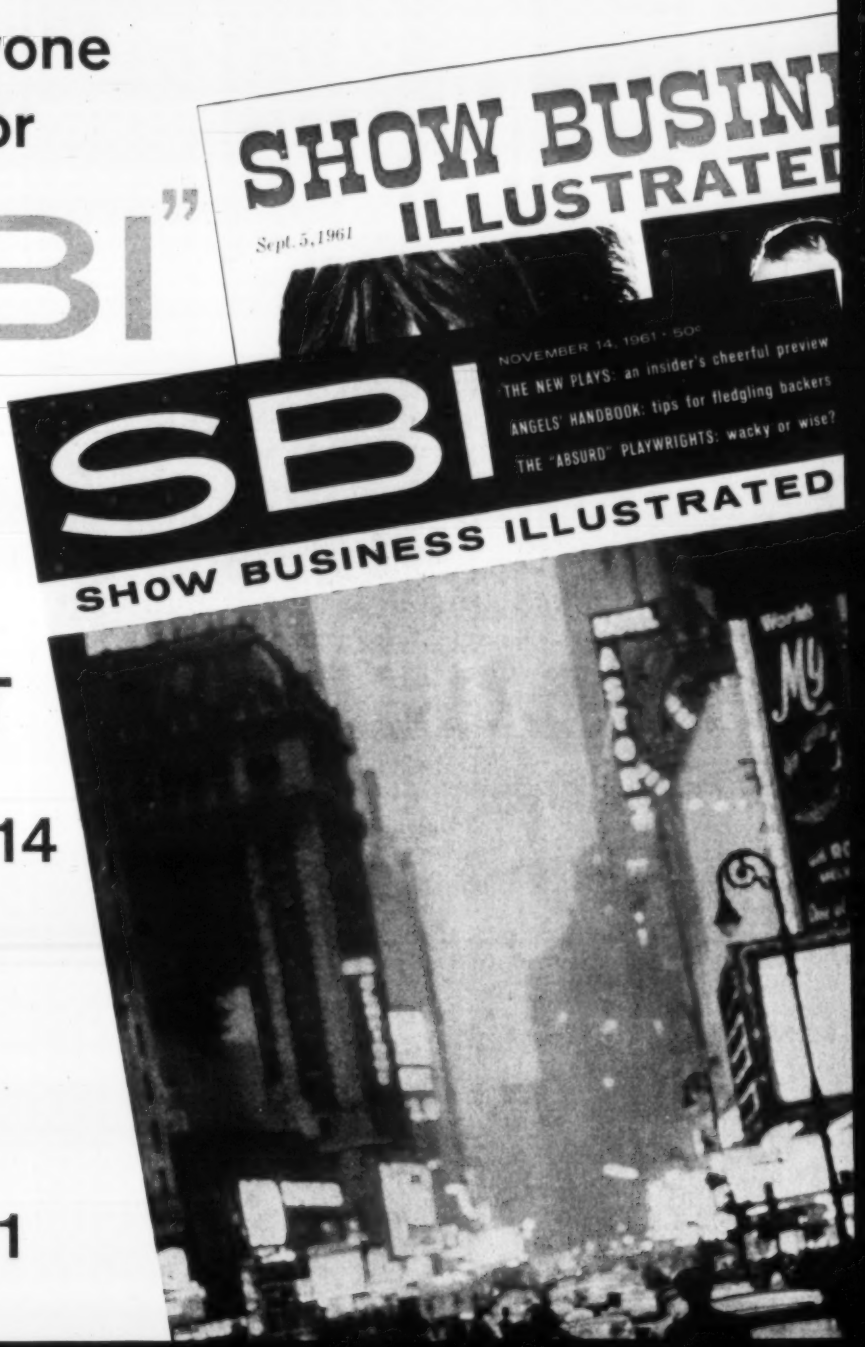
Nina DeRoo, formerly a copywriter for Leber & Katz, has joined the copy staff of Mervin & Jesse Levine Inc., New York.

we call it

SHOW BUSINESS
ILLUSTRATED

...but everyone
is asking for

"SBI"



SO BE IT
effective
November 14
Issue

on sale
November 1

Preprinted from November 13 Issue of SBI

COVER COUNCIL: *jossel, hefner, gibney.*

SHOWBILL

Unlike tax returns and keep-off-the-grass signs, a magazine is not merely a statement. It is, primarily, a conversation. This may be carried on by a lively exchange of correspondence, by spirited editorial comment – or by howling in the corridors. But without this conversation with its readers a magazine is as functionless as a new dress suit immured in moth balls.

It was with this point of view in mind that we put out our first issue back in September. We put it out quickly and eagerly with much of the boyish enthusiasm we used to employ when pegging road apples at bowlers on April Fools' Day, because we wanted to get the conversational ball rolling with our readers as soon as was possible. The new shape of SBI, which we present in this issue, represents the results of this conversation.

The most obvious evolution is in our very name. We began by announcing to the world the existence of a magazine called SHOW BUSINESS ILLUSTRATED. But our readers began to call us SBI shortly after we first hit the newsracks. Inside the office, we liked the shortened title, too. (Saves space on memos.) So, beginning with this issue, we give you the SBI cover that resulted. Its final shape emerged after a long and noisy process of experiment during which the original magazine logotype suffered more twists and turns than a leprechaun's nose. The key man at the drawing board, working along with Publisher Hugh Hefner and Editorial Director Frank Gibney, was SBI's Art Director, Leonard Jossel. As Art Director of *Life*'s book department and, earlier, at *Look* and *Collier's*, Jossel had pioneered in entirely new forms of magazine expression. The new concept of SBI was coming to life in his office while the first copies of SHOW BUSINESS ILLUSTRATED were being trucked around to the newsstands.

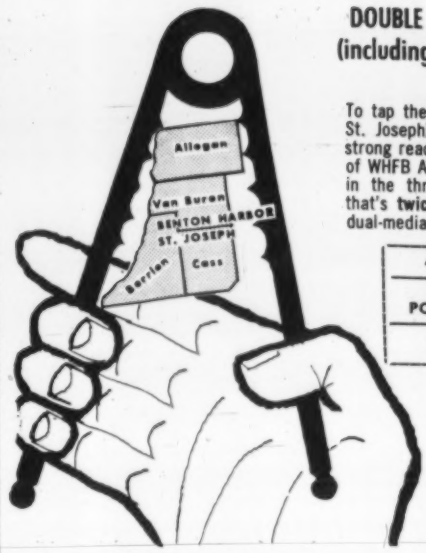
The new cover climaxed a series of organic editorial changes. We moved our *Listings and Ratings* section to the back of the magazine so it would be handier for readers to use for reference during the two weeks following each issue's publication (or to burn, if they disagreed that strongly with our judgments). By the third and fourth issues, we had expanded our *News and Reviews* section with pictures and with signed articles by guest newsmakers and reviewers, and in the fifth issue we added cartoons. Also in our third issue there began the first in our series of show business personality pieces, *The Paar Phenomenon*. The second, about Judy Garland, is current.

We turn the neon on all these changes in this, our Broadway Issue. Our *News and Reviews* section leads up to critic Harold Clurman's view of the Broadway season for 1961-62 – outlook (for a change): hopeful. Then there is Marvin Koner's wonderful series of picture images, *Broadway at 8:40*. To take yourself behind the scenes, if not into the wallets that make Broadway shows possible, read ex-producer Tom Noyes's *A Primer for Angels*.

Stories like this, and the editorial changes that surround them, are all just a part of a long and lively conversation, in the sort of living journalistic theater where every production is at once a main event in itself and a rehearsal of even bigger things to come.

SBI Chicago, MIchigan 2-1000 • New York, CIrcle 5-2620 • Los Angeles, OLympia 2-8790 • San Francisco, YUkon 2-7994 • Detroit, TRinity 5-7250 • Miami Beach, UNion 5-2661 • Atlanta, JAckson 2-8113

NEW IDEA—*Durkee-Mower is promoting a sandwich idea long familiar to New Englanders, peanut butter and marshmallow fluff, in Good Housekeeping, What's New in Home Economics and three children's tv shows, "Bozo the Clown," "Romper Room," and "Popeye." Richard K. Manoff Inc. is the agency.*



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach**, utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

Let Wives Work (Parttime), Urges Adwoman of Year

MINNEAPOLIS, Oct. 10—A woman's place is in the home, but women—including wives and mothers—are needed in the business world, the Advertising Woman of the Year believes.

Mrs. Emma E. W. Stock, who received her title at the 57th annual convention of Advertising Federation of America, expressed this view to the Women's Advertising Club of Minneapolis last week.

"I have no quarrel with women who feel they can do the best possible job by staying home," she said. "On the other hand, if her training has been in the direction that requires expression in a job outside the home, she ought to have the privilege of making that choice."

Mrs. Stock, a wife and mother, is also director of sales promotion for *Forbes*.

■ Housewives would find it easier to make a choice, she said, if business could be taught to utilize brilliant young women in a part-time capacity.

"There's a great deal of re-education to be done to develop this point of view," she said.

Mrs. Stock noted that today fewer women are moving into jobs requiring special training than in the previous generation "in spite of the fact that college training is available to so many women." One reason, she said, is that women are marrying so young they don't have time to get a foothold in a profession or business. #

Three Join Papert, Koenig

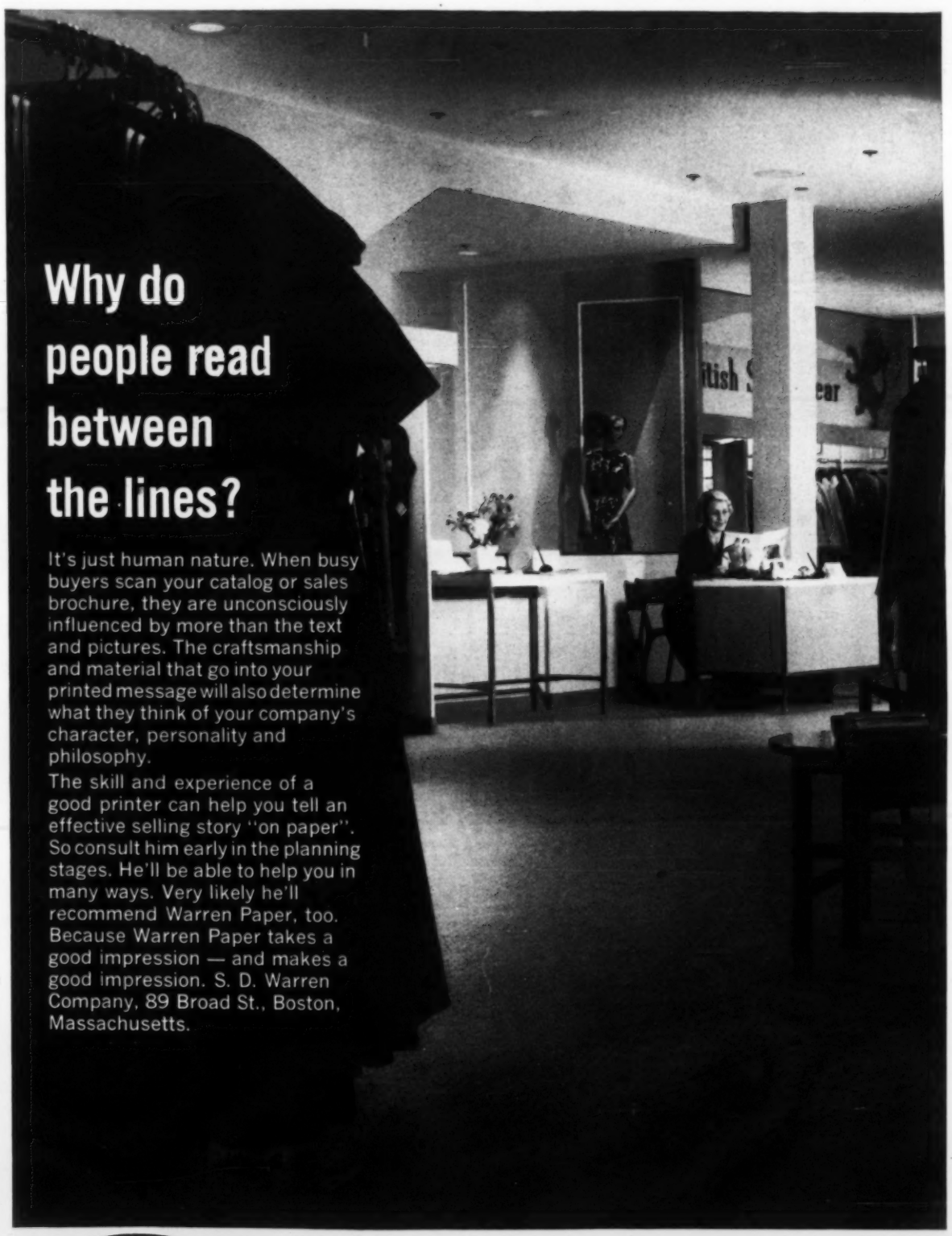
Paul Keye, formerly an account executive with Ogilvy, Benson & Mather, has joined Papert, Koenig & Lois, New York, as account executive on the *New York Herald Tribune* account. Robert Fiore, formerly an art director at Daniel & Charles, has joined Papert as an art director. Bernard Schlossman, formerly with Benton & Bowles as a media buyer, has joined Papert as a media supervisor.

Beauchamp Rejoins Katz

Jack Beauchamp has rejoined the tv sales staff of the Katz Agency, New York, as a media representative. He left Katz last May to join Television Advertising Representatives.

Adam Young Names Dooley

Thomas A. Dooley, an account executive with Adam Young Inc., radio station representative, has been promoted to eastern sales manager, filling a post that has been vacant for several months.


Why do people read between the lines?
It's just human nature. When busy buyers scan your catalog or sales brochure, they are unconsciously influenced by more than the text and pictures. The craftsmanship and material that go into your printed message will also determine what they think of your company's character, personality and philosophy.
The skill and experience of a good printer can help you tell an effective selling story "on paper". So consult him early in the planning stages. He'll be able to help you in many ways. Very likely he'll recommend Warren Paper, too. Because Warren Paper takes a good impression — and makes a good impression. S. D. Warren Company, 89 Broad St., Boston, Massachusetts.

Warren's HIGH STANDARD **S.D. WARREN COMPANY,** 89 BROAD ST., BOSTON, MASS.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Effectiveness, Not Versatility, Is Criterion to Judge Agency

To the Editor: The sound coming from Seymour Kameny's ack-ack as he tried to knock down Doyle Dane Bernbach's high-flying ads for American Airlines and El Al (AA, Sept. 25) had the ring of small caliber yack-yack.

Once upon a time, not so long ago, the cry from the gallery was: "Just wait till they get bigger. DDB'll bog down like all the rest."

So now they're bigger and the popcorn-munchers chorus is heard from again: "All DDB's ads look alike. Same old big pictures. Same little old copy. Same old typefaces."

Such captious comments sound like the symptoms caused by too much stale popcorn—and sour grapes. A diet sure to induce dyspepsia of one's discernment.

Sure. To someone choosing to take the superficial viewpoint, a pair of ads for two different clients that both happen to illustrate an airborne object, have Gothic headlines (albeit different characters and placement), and the same tricolumnar text arrangement (but different sizes and faces), could smack of autoplagarism. But are these the genuine criteria of an ad's effectiveness—or an agency's worth? DDB's record would refute such a thesis.

It would seem that DDB—and other agencies worth their salt—hold firmly to a set of sound principles that reject the niggling notion that an ad for one client should never bear even a surface resemblance to another client's ad. Such a fatuous formula would be (and is) the noose around the neck of many great ideas; ideas guilty only of having a skindeep similarity to other inspired solutions. This kind of capital punishment of creativity we can do without!

The real question, Mr. Kameny, is not "what price creativity?" (the real kind is priceless!), but what price vacuous and artificially inseminated *versatility*?

Whatever the price may be, it's too much.

Ed Mitchell,
Copy-Art Consultant, Los Angeles.

• • •

His Cash Discount Card Often Results in Discounts—and Fun

To the Editor: I was interested to note in your editorial columns of Sept. 18 that a Washingtonian is offering a cash discount card.

I am enclosing a few of my own cash discount cards issued by my phantom organization called "The Royal Rebels" with the watchword, "Cash Should Be King!" which I originated a couple of years ago.

They were issued to a few hundred friends and advertisers as a taunt to places that accept credit cards but charge full rate to cash buyers, obviously unfair.

By presenting them at the time of a cash purchase, some very interesting events occur:

1. Some establishments take them at face value and allow 5% without batting an eye. On a purchase of $100 in merchandise, it is a welcome dividend.

2. Big restaurants provide a veritable floor show. The waiter takes the money and card to the cashier accompanied by much shrugging and whispered conference. Then they beckon for the manager who joins more of the same. The waiter returns with the change and card and apologizes, the manager a few feet behind him to back him up . . .

Henry Adam Morse,
Publisher, *Milk & Ice Cream News*, Los Angeles.

• • •

Anderson, Clayton Has Been in U.S. Markets Since '54

To the Editor: I was startled to read on the front page of your Sept. 18 issue of Anderson, Clayton foods division's "... maiden effort in U. S. consumer marketing." As I say, this was most interesting to me since I personally have worked with ACCO over the last seven years, doing research on such branded consumer products as Mrs. Tucker's shortening, Flair shortening, Capri salad oil, Meadolake margarine, Cue barbecue sauce, and others. These products are marketed over a wide territory including most Southwest and Midwest states, or they have been test marketed in such scattered points as Houston and Lubbock, Tex., Rockford, Ill., and Cleveland.

ACCO's initial entry into the consumer food business was in about 1954, when they acquired Mrs. Tucker's Foods, an old Texas company . . .

Walter Bowles,
Louis & Bowles, Dallas.

• • •

Relax! The Country Isn't Going to the Dogs

To the Editor: "Just a woo,oof-ing" for sure!

Naturally politicians, night club waiters, and advertising men are expected to slip a decimal point once in a while, but near as I can figure that 2.4 billion tons of dog food you mention twice (Sept. 25, Page 3) comes to a hundred tons a year per dog (or is it a thousand).

And that you say is less than last year!

Man's best friend will soon have eaten up not merely the farm surplus but the farmers as well. Washington correspondents shouldn't be allowed to write any other stories. They lose all comprehension of figures.

Gene Sullivan,
Ridgewood, N. J.

•

To the Editor: In Advertising Age's article covering my speech to the Pet Food Institute, there are errors, to wit:

- 2.42 billion *pounds* of dog food not *tons*.
- 25,500,000 cats in U. S. in *1959* not *1961*.
- 22,050,000 cats in *1961* not *1959*.
- Average number of cats per owning family has *declined* from 2.1 to 1.9, not *risen* from 1.9 to 2.1.

Arden B. Crawford,
Vice-President, Consumer Panel Division, Market Research Corp., Chicago.

AA's writer confesses that he is more at home with dogs than he is with figures. The story should have said 2.4 billion lbs., not tons, and the '59, '61 charts were transposed.

• • •

A Friendly Thought

To the Editor: I was a bit surprised to learn (AA, Oct. 2) that the bankers (the Foundation of Commercial Bankers) are going to spend $1,250,000 advertising the fact that they are *friendly*. By golly, that's good to know . . .

Somewhere, though, I've picked up the idea that friendliness is a human quality we all recognize rather quickly by what a person does—with or without any "I'm friendly" label. And Abe Lincoln is supposed to have said, "Calling a cow's tail a leg doesn't make it a leg."

I suppose next year's campaign will be to convince the skeptics in the human race that bankers are also honest. Why not? Isn't being honest just as important as being friendly?

Who knows—maybe the idea will take root and grow, so that we'll have other campaigns depicting the friendly doctor, the friendly lawyer, policeman, farmer, barber, laborer, and you-name-it.

Bully for the bankers—er, the *friendly* bankers, that is!

M. H. Banner,
Normal, Ill.

• • •

Adman No Subtract Man

To the Editor: The enclosed segment of a Sure Save Market advertisement is interesting from a purely mathematical standpoint. Maybe their adman never got beyond addition.

Martin Sheridan,
Vice-President—Public Relations, Admiral Corp., Chicago.

• • •

Beckett Paper Gets Big Response from Butler Article

To the Editor: From the flood of inquiries we have had as a result of Kenneth Butler's article in the Sept. 25 Ad Age, it is obvious that he has a large audience of devoted readers.

I certainly belong in this cate-

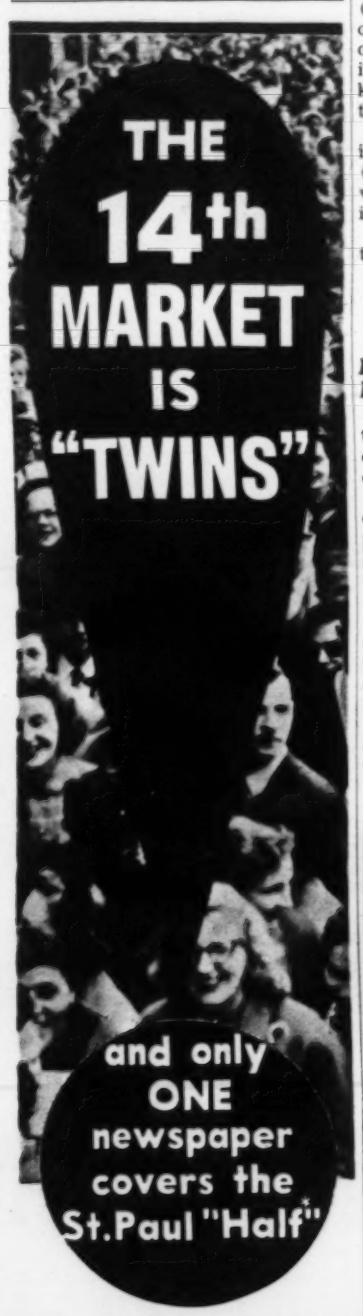
Case of the Salesman's Photo: Or, How to Coin a Lens Cliche

To the Editor: What ya gotta do, see, if you're gonna picture a salesman in an ad is, ya gotta show him with a brief case. If ya wanna show a high class salesman, ya gotta show him with one of these here new attachy cases.

Some people call these "pictcher clitchys." Like always showing the bad guys with black hats and the good guys in white hats in Westerns. Or like when you have a flying Western you show the good guys with round goggles and the bad guys with square ones. And in detective Westerns, you always have the detective wearing a hat, see.

Here are some examples of the way to show a salesman in an ad. Do ya get it? See the attachy case? Them are high class salesmen.

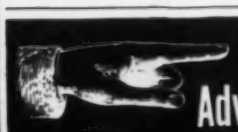
Name Withheld by Request



*Ramsey, Dakota and Washington Counties

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives
RIDDER-JOHNS, INC.
New York · Chicago · Detroit
San Francisco · Los Angeles
St. Paul · Minneapolis



Now, Metal Finishing offers Advertisers extended coverage in the growing international market!

Starting with the Nov. 1961 issue, Metal Finishing will publish an EXPORT ADVERTISING SECTION to be bound into more than 2300 copies going to 44 Foreign Countries and Canada!

If you're interested in quality, instead of quantity, and are bent on expanding your sales in the world's most important markets, METAL FINISHING offers you readership where it counts! Now, U.S. Firms can specifically gear their sales messages to international buyers with copy bilingual, if desired. Special combination rates to U.S. advertisers on request. Write for complete details.

RESERVE SPACE NOW! Send for Rates

Metal Finishing
The Industry's Recognized Technical Authority Since 1903

metals and plastics publications, inc.
381 Broadway, Westwood, New Jersey
740 South Western Avenue, Los Angeles 5, California

Advertisement

Don't Overlook the Sweet Vermont Market! Cover it effectively, easily, economically, with just one order, one bill, one buy — using the Vermont Allied Dailies, a 6-newspaper group which covers the part of Vermont where 93.9% of the state's $652 million buying power originates. Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

gory for "Tips for the Production Man" is one of the few articles that I faithfully read.

All of us here at Beckett's sincerely appreciate the salute given us on our Beckett Color Selector. It was most accurate and detailed and we are happy that he agreed it is more "than a gadget."

David L. Belew,

Manager of Advertising and Sales Promotion, Beckett Paper Co., Hamilton, O.

• • •

Funny Coincidence Department

To the Editor: Three plus one equals two.

PROOF: Last winter *three* advertising agencies (Lowe Runkle Co.; Humphrey, Williamson & Gibson, both of Oklahoma City; and Watts, Payne-Advertising, Tulsa) joined together to serve one account. This account was the Oklahoma Department of Commerce and Industry. Attached is the first advertisement in the series. It first ran in the *Wall Street Journal* the second week in April, 1961.

Here is another advertisement, produced by Tucker Wayne Co., Atlanta. It appeared in the July, 1961, issue of *Atlanta*, official publication of the Atlanta Chamber of Commerce.

So . . . Three agencies working together, plus one agency working alone, have produced two advertisements with similar photographs, except our man had shined shoes and a new spade.

Is this a case of "great minds working in the same channel" or a case of copy-cat-itis? Thank goodness our advertisement ran first!

Leslie S. Hauger,

Executive Vice-President, Watts, Payne-Advertising, Tulsa.

• • •

He Considers Martineau's Speech Anti-Semantic

To the Editor: While I disagree with nearly everything Pierre D. Martineau said in your Sept. 18 issue, I would, of course, defend to the death his right to say it. However, I can't help wishing he had said it in a less public place, for there is something absolutely heroic about the way he mangles the language.

It would be pedantry at its most unsportsmanlike to point to the split infinitives; the confusions of tense and number; the instances of pointless punctuation and capricious capitalization, etc., that stud the undergrowth of this tangled polemic.

But just as one example of what an expert can really do when he wants to assault syntax, logic and meaning simultaneously, here is Mr. Martineau on the subject of freedom:

"Those peoples in history who have had the greatest political freedom always have been those with the most material goods, and we feel that one is the cause of the other factor and vice-versa."

Of course, it's only one man's opinion, but I'd call that downright anti-semantic.

Corso Donati,

Larcom Randall Advertising, Boston.

He Feels Bulova Trade Ads Impressed Croton

To the Editor: When Bulova ran a trade ad consisting of six consecutive pages with the theme, "Who, But Bulova?" we hoped it would make an impression on our jeweler customers.

Apparently we made an impression on others in the trade as well, because we note a current campaign consisting of six consecutive pages in the same trade books with the "original" theme, "Who Else But Croton."

Irving D. Holczer,

Advertising Manager, Bulova Watch Co., Flushing, N. Y.

TRUCK SIGNS

OUR SIGN HOLDERS on your fleet of 10 or more cars or trucks mean you can tell your sales story to thousands more. Write

THE YARDER MFG. CO.
724 Phillips Ave., Toledo 12, O.

FREE PHOTO ALBUM

Three vital dimensions of any sales campaign are research, presentation and distribution. The correct utilization of these components, however, demands another dimension, that is, a natural familiarity with the market. At Dentsu, familiarity breeds content.

DENTSU ADVERTISING LTD.

Head Office: Nishi-Ginza, Tokyo, Japan Cables: "DENTSU TOKYO"
New York Office: Time & Life Bldg., Rockefeller Center, New York 20, N.Y., U.S.A.
Representatives: Chicago, Los Angeles, San Francisco, Honolulu, Okinawa, Taipei

You can develop thousands of exciting picture ideas by using Halsman's creative techniques...

halsman

ON THE CREATION OF PHOTOGRAPHIC IDEAS

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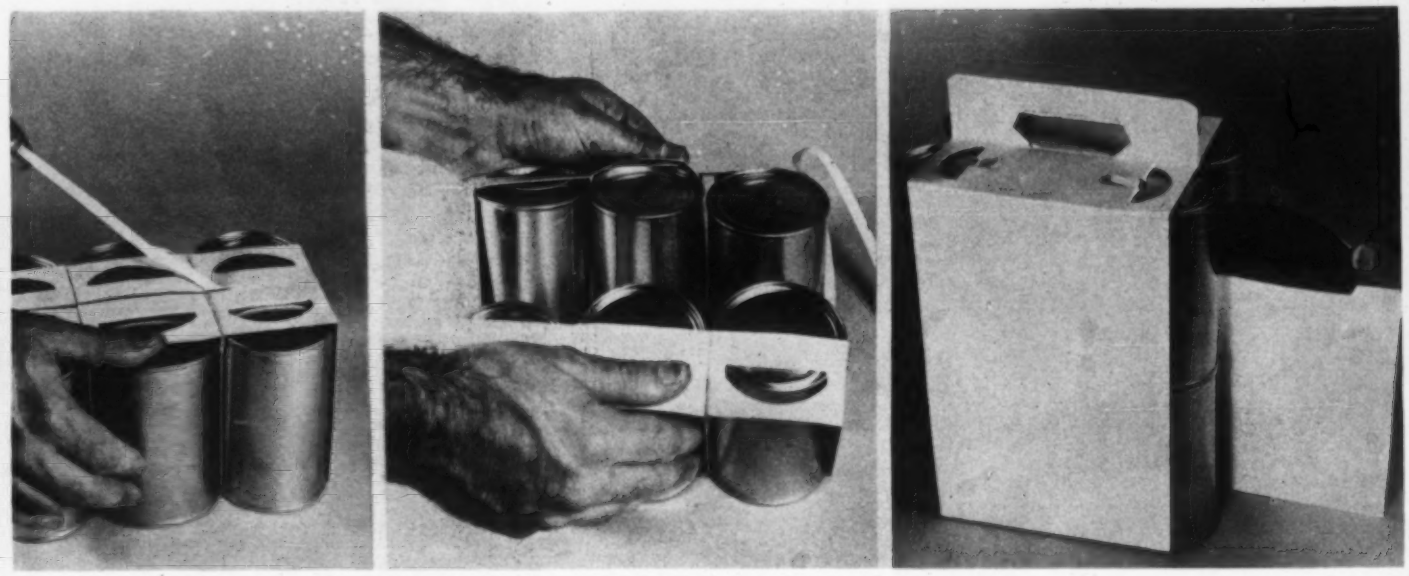


POTENTIAL PREMIUM PACK—*Creators Unlimited, a design consulting service, is trying to interest beverage canners in new packs which could carry six or twelve cans and allow inclusion of a tamperproof premium. The pack is opened (left) by stripping off pressure-sensitive tape; (center), the carton separates easily to free the cans; (right), a premium such as a record can be inserted into the pack.*

Leroy Sanders, California Publisher, Is Dead at 81

LOS ANGELES, Oct. 10—Leroy Sanders, 81, publisher of the *Huntingdon Park Daily Signal*, died Oct. 7.

A former executive of the old Scripps West Coast League, Mr. Sanders bought the *Los Angeles Record* in 1933. He changed the name to the *Post Record* and published it for a year. In 1934 he bought the *Daily Signal*.

Mr. Sanders joined the Scripps chain in Tacoma more than 55 years ago, and worked for it in California, Oregon, Idaho and Utah.

JAMES L. BRAY

WASHINGTON, D.C., Oct. 10—James L. Bray, 67, retired vp of Kiplinger Washington Editors, died of a heart attack Oct. 4 at his farm in Amisville, Va.

He came to Washington in 1920 as treasurer of Consolidated Press Assn., founded by David Lawrence. He became treasurer of the *U. S. Daily* and later publisher of *U. S. News*, forerunner of *U. S. News & World Report*.

He bought *Pathfinder Magazine* in 1939 and was publisher for four years. For two years he was manager of the Institute of Public Relations, New York, returning to Washington in 1944 to become president and owner of Standard Press. He retired in 1959.

His association with the Kiplinger organization began in 1946. He joined its *Changing Times* as business manager and was named director of sales of *Changing Times* and "Kiplinger Washington Letter" in 1949. He retired as a vp in 1957.

FREDERICK MUELCHI

BLOOMFIELD, N. J., Oct. 10—Frederick Muelchi, 80, retired publisher of the Swiss weekly newspaper, *Schweitzer Zeitung*, died Oct. 4 in Mountainside Hospital, Glen Ridge. He had been with the newspaper 56 years until retiring in 1953.

HENRY T. PARROTT

CAMPBELLSVILLE, KY., Oct. 10—Henry T. Parrott, 75, president of Taylor County Broadcasting Co., which operates radio station WTCO here, died Oct. 4 in Louisville.

TOLEDO...
First in Ohio* in
retail sales per household
and drug store
sales per
household

*Source: Sales Management, 1961

THE BLADE
One of America's Great Newspapers
REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

'Inquirer' Eschews Charts, Just Tells Editorial Philosophy

CHICAGO, Oct. 10—*The Philadelphia Inquirer* may have started a new trend in newspaper advertising presentations yesterday. It entertained a group of Chicago advertising people at lunch at the Ambassador East Hotel, and then told the story of the *Inquirer*'s editorial philosophy. There were no pie-charts, circulation analyses, competitive comparisons or studies of advertising trends.

■ On the other hand, E. Z. Dimitman, assistant to the publisher, and a former Chicagoan (he was the first executive editor of the *Chicago Sun* when it was established in 1941), told of the elements which go to make a metropolitan newspaper effective in serving its readers and advertisers. Among the important factors he listed responsibility, news coverage, background reporting, creativity, public service, and constant discontent with actual performance.

Mr. Dimitman said that because of the greater scope of news reporting in terms of national and international developments today, metropolitan papers tend to cover major news of regions rather than detailed news of smaller communities. For this reason, he suggested, there will always be room and opportunity both for the large metropolitan newspaper and the local suburban or community paper.

■ This was the first of a series of editorial luncheons arranged by the *Inquirer*. The next is scheduled for Detroit. #

Advertisement

IT'S ALWAYS VACATION TIME in Vermont! And the money tourists spend in this 4-season vacationland helps keep Vermont a Sweet Market. With one order, one bill, one buy, you can beam your sales message through the six key dailies that blanket the area where 93.9% of the state's $652 million buying power originates.

For details, write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

Westinghouse Offers 'Movie Memoirs' for Sale

Westinghouse Broadcasting Co., New York, has produced, in collaboration with Columbia University, "Memoirs of the Movies," a series of 16 half-hour radio shows including interviews and anecdotes of Hollywood notables. The series will be broadcast on the six Westinghouse stations—WBZ, Boston; KDKA, Pittsburgh; KYW, Cleveland; WIND, Chicago; WOWO, Fort Wayne; and KEX, Portland, Ore.—in addition to WNYC, non-commercial New York station. It also is being offered for sale to other stations.

"Memoirs" include such topics as the nickelodeon theater, the early comedies, the coming of talkies, the value of the Academy Awards and the advent of the wide screen. Each show is narrated by a famous motion picture star. Various fall starting dates have been scheduled for the Westinghouse stations.

'Parade' Adds Three Papers; Increases Advertising Rates

Parade, which adds the *Houston Chronicle*, *Dallas Times-Herald* and the *El Paso Times* on Jan. 7, 1962, thereby boosting its circulation from under 10,000,000 to 10,604,430, will increase its advertising rates next Jan. 21.

B&w pages will advance from $30,710 to $32,625 and four-color pages will go from $39,130 to $41,570. Volume discounts will also be increased, moving from 3% to 5% for six pages of advertising, up to 20% for 52 pages (instead of 18%). *Parade* said there would be no increase in cost-per-thousand.

Martin-Senour Sets Drive

The automotive division of Martin-Senour Co., Chicago, has set an advertising and promotional campaign for its line of paints which will include new packaging, direct mail, point of sale displays, expanded trade advertising and jobber sales aids. The company has supplied dealers with refinishing color guides and merchandising manuals. MacFarland, Aveyard & Co., Chicago, is the agency.

Sudler & Hennessey Names 2

Victor T. Rumowicz, formerly a teaching Fellow at the University of Detroit, has been named assistant technical director of Sudler & Hennessey. Mrs. Sara Brown, formerly of the professional division of Doherty, Clifford, Steers & Shenfield, has joined the agency as a medical copywriter.

"A&SP is a member of the Rayco team"

says **Jules Rudominer,** Vice-President in Charge of Advertising and Retailing, **THE RAYCO COMPANY**

Mr. Rudominer and The Rayco Company are typical of the advertising-sales promotion professionals and important buyers of advertising products and services you reach in the pages of Advertising & Sales Promotion.

A nationwide chain of retail auto accessory stores, Rayco underwrites a varied promotion program to assist its store operators in stimulating consumer sales. During 1960, for example, in addition to a time and space ad budget—in excess of $3,000,000—Mr. Rudominer's promotion department spent more than $500,000 for such materials as catalogues, signs, instore displays (of board, wood and metal), labels, and dealer-contest prizes.

Mr. Rudominer joined Rayco in 1948 in the advertising and sales department. He was director of advertising and merchandising before being advanced to his present post in 1960. Prior to his Rayco affiliation, he had been general sales manager for a New Jersey regional chain of women's shoe stores.

"A steady stream of promotional mailings, ranging from information on improvements in selling methods to research findings, is directed to the more than 160 Rayco store operators."

"At Rayco, we believe that every item we use in packaging should contribute to the total selling effort. Scores of new containers are produced each year for this purpose."

"At the unique company-owned store—located next to our headquarters at Paramus, New Jersey—we conduct a wide assortment of tests, important among which are those related to all types of consumer promotions."

"Constant evaluation of the effectiveness of our sales promotion and advertising enables us to move with decision and speed on new requirements and new developments. We maintain a current history on all of our promotion material."

"Keeping our store operators informed about the products they sell to the motoring public and the best techniques to use is a continuous job calling for the maximum in effective selling tools at the disposal of the Rayco headquarters staff. In this connection, Advertising & Sales Promotion makes a contribution ranging from new ideas to new supply sources. In short, A & SP is a member of the Rayco team."

A & SP Advertising & Sales Promotion
FORMERLY ADVERTISING REQUIREMENTS
200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK

Joseph to Sackheim-Bruck

Julius Joseph Jr., formerly account executive and media supervisor at Kastor, Hilton, Chesley, Clifford & Atherton, has joined Maxwell Sackheim-Franklin Bruck, New York, as vp and director of media.

If You're in Electronics, Communications Or Photographic Equipment Manufacture

Uncle Sam needs YOU!

Military electronics contracts during 1961 should reach a whopping $6.5 billion. Smaller producers of electronic specialty items will be in a stronger position this year for they will deal more and more directly with the prime contractor. Uncle Sam is issuing more direct contracts and is broadening his base of suppliers in the electronic field.

11,000 primary defense buyers and subcontractors need the facts about the electronics, communications and photographic gear you sell. They read SIGNAL, the official publication of the Armed Forces Communications And Electronics Association. You have 12 opportunities a year to sell them in SIGNAL. Get the low page rates and the details from:

SIGNAL

BPA OFFICIAL JOURNAL OF AFCEA

Wm. C. Copp & Associates

72 W. 45th Street, New York 36. MU 2-6606

Along the Media Path

Birthday cards doubled as tickets to Freedomland on Oct. 6 when **WABC**, New York, invited its listeners to its 40th birthday party. Included in the evening's activities were on-the-spot broadcasts by the station's top personalities, a 40th birthday "ruby" hunt, and music by Louis Armstrong.

• To promote the premiere of ABC-TV's new show, "The Hathaways," **WBKB**, Chicago, sent stalks containing approximately 100 bananas apiece to agency and trade publication personnel.

• **Washington Star** sponsored the National Capital Home Furnishings Show, first of its kind to be held is the area.

• The Oct. 9 **Yankee Grocer** carried more than 50,000 lines of advertising, the largest issue in its history.

• **WFMT**, Chicago, has published its first issue of *WFMT Perspective*. The new monthly carried 41 pages of advertising and has a circulation guarantee of 25,000.

• **KABC**, Los Angeles, has named Goodwill Industries of Southern California its "Public Service Project of the Month," for October. During the month the station will conduct a special educational campaign which will show the training and opportunities offered by Goodwill helps the handicapped to help themselves.

• **WEAM**, Arlington, Va., has announced plans to build a radio station completely underground, in an effort to meet the threat of nuclear war. The underground fallout shelter will house a complete radio station, including a 5 kwt broadcast transmitter, complete broadcasting studio, heavy-duty generator for auxiliary power source and micro-wave relay equipment, as well as a 30-day supply of food for station staff, bunks and beds, medical supplies, geiger counters and other Civil Defense and emergency items.

• Los Angeles chapter of the National Safety Council presented its 17th annual Fleet Safety Award to **KABC**, Los Angeles, for its development of a system permitting the broadcast of an hourly box score of traffic accidents on holiday weekends.

• **WSBT**, South Bend, has completed construction of a 102' tower which will enable newsmen and sports announcers to broadcast direct from the location of a news or sporting event.

• **Ladies' Home Journal**, with an eye on the World Series, delivered a standard, autographed baseball to some 2,500 advertising executives across the country. The baseball pointed out that the *Journal* is also on the ball with the names shown, who contribute to the editorial content of the magazine. Autographs included those of Jack Lemmon, Arthur J. Goldberg, Pearl Buck, Oleg Cassini, Loretta Young, Patrice Munsel, Steve Allen, George Abbott, Dag Hammarskjold, Adlai E. Stevenson and Princess Grace.

• In cooperation with the National Assn. of Retail Grocers of the United States, **Family Circle** will run in its January issue a 23-page booklet of low cost recipes and menus and suggestions to the homemaker on how to stretch food dollars by intelligent buying and good practices in storing and preparing food. Leading food manufacturers will participate in the promotion and their products will be featured in the menus and recipes in the booklet.

• **Materials in Design Engineering** has published a 24-page booklet which defines and identifies the basic markets for engineering materials, forms and finishes, in addition to identifying in the hard goods industries the men who select and specify the engineering materials used in product design and manufacture. Copies of the booklet are available from William P. Winsor, publisher, *Materials in Design Engineering*, Reinhold Publishing Corp., 430 Park Ave., New York 22.

Hoben Grant Maier Abert

CORNERSTONE LAYING—*Attending the laying of the cornerstone for the new building addition of the Milwaukee Journal are Lindsay Hoben, editor; Harry J. Grant, chairman of the board of directors; Irving Maier, publisher; and Donald Abert, general manager.*

• **Asia Magazine** (AA, June 5) bowed Oct. 1 with a circulation of 650,000 in 15 English-language newspapers in the Far East.

• The "1960-1961 World Affairs Study Guide" has been published by the **Minneapolis Star**. Contents of the guide include sections on (1) The Great American Election, (2) Russia & America—the Super Powers, (3) Common Concerns, (4) Rich World-Poor World and (5) Areas of Rapid Change & Conflict. Weekly tests on the material are published on Thursdays; answers are published on Saturdays. The guide is free for group study use and individual orders are priced at $2.

• As a public service, **WERE**, Cleveland, is telling drivers when to put their car headlights on. Under a new state law, the legal hours when headlights must be used in Ohio are from a half hour before sunset to a half hour before sunrise.

• **Billboard Music Week** published the "1962 Phonograph Directory," oriented toward supplying record-selling dealers with a finger tip guide to all the newest phonograph models available, Oct. 2. Reprints of the directory and copies of a survey of phonograph, radio tape and accessory sales in record-selling outlets, may be obtained from Denis Hyland, Special Services Division, *Billboard Music Week*, 1564 Broadway, New York 36.

• "Viewpoint '62," an illustrated booklet previewing its entire 1961-'62 television evening schedule, has been published by **National Broadcasting Co.**, New York.

• **Graphic Arts Monthly**, Chicago, has launched a new industrial promotion campaign, aimed at promoting the printing industry to the general public, as well as printing buyers, using a series of advertising tributes to creative executives whose activities have

Advertisement

MEDIA MISS KNOWS that Vermont's balanced economy: ⅓ industry, ⅓ agriculture, ⅓ recreation, makes it a Sweet Market. With just one order, one bill, one buy, you can boost sales here with the Vermont Allied Dailies, a 6-newspaper group which covers the part of Vermont where 93.9% of the state's $652 million buying power originates. Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures)

TO SELL

CHURCHES · SUNDAY SCHOOLS · SEMINARIES AND OTHER CHURCH-RELATED SCHOOLS · CHURCH-CONTROLLED MEDICAL AND WELFARE INSTITUTIONS . . . i.e., THE PROTESTANT CHURCH MARKET

ADVERTISE IN

CHRISTIANITY TODAY

COVERAGE – 180,000 ministers and lay leaders in all major denominations, including executives and board members of schools and church controlled institutions

NO-WASTE CIRCULATION – Every reader a buying influence

READERSHIP – Highest readership among religious magazines

Write today for market folder "The Protestant Church and Institutional Market" with pertinent information, circulation and editorial analysis, rates and data.

CHRISTIANITY TODAY Dept. A
Washington Building, Washington 5, D. C.

CHOICE CHICAGO OFFICE SPACE in the Advertising Age Building

If you are considering new office space in Chicago, we cordially invite you to inspect availabilities in the new *Advertising Age Building* at 740 N. Rush Street.

This building, which will become our headquarters in April, 1962, is now being extensively remodeled with the installation of a beautifully modern entrance and lobby, new automatic elevators and central air-conditioning.

The building is ideally located just one block west of Michigan Avenue and one block south of Chicago Avenue —close to bus, subway, Lake Shore Drive, and the Ohio-Ontario interchange with all expressways. There is also ample parking across the street.

The rent for this distinctive, convenient location is less than for any comparable space within miles—and it includes air-conditioning!

Desirable space, in any size units (up to 20,000 square feet on one floor) will become available between now and April, 1962.

The *Advertising Age Building* is particularly well suited for agencies, publishers, media representatives, research organizations, art studios, graphic arts services and other allied interests. We already have a lease from one agency and strong show of interest from several publishers.

If you would like to see space, or talk further about the possibilities, please call or write Jack Barnett, Advertising Age, 200 E. Illinois St., Chicago 11 (DElaware 7-5200)

60,283,114
58,881,746
58,299,723
57,418,311

DAILY NEWSPAPERS
ARE NOW CARRYING MORE ADVERTISING TO MORE PEOPLE THAN EVER BEFORE

RECORD—*To promote the new record high in daily newspaper circulation in the U. S.—60,283,114—Bureau of Advertising, American Newspaper Publishers Assn., sent mats of this ad to about 700 dailies, which are participating in the Newspaper Promotion Advertising campaign, for running in their own pages.*

benefited the entire graphic arts field. The ads appear first in *Graphic Arts Monthly* and then are inserted in selected metropolitan newspapers, with appearance timed to major industry association meetings.

• **Department of New Laurels:**

Look reports gross advertising revenue totaled $43,135,000 for the first nine months of 1961, a gain of $3,300,000 over the comparable 1960 period. =

ANGELO PETRI

SAN FRANCISCO, Oct. 10—Angelo Petri, 78, pioneer California wine maker and a man who helped revolutionize U. S. wine marketing, died Oct. 4 after a long illness.

Mr. Petri, who came to California from Italy in 1895, founded Petri Wine Co., now United Vintners, which today does about 23% of the total U. S. wine business and spends about $1,750,000 a year in advertising.

He pioneered the national brand advertising of wine when he launched his new Petri brand in 1938. Associates recalled today that the industry thought he was "putting the cart before the horse."

JOSEPH R. KNOWLAND JR.

OAKLAND, Oct. 10—Joseph R. Knowland Jr., 59, assistant publisher and general manager of the *Oakland Tribune*, died at his home here Oct. 6 of a heart attack suffered after a brief illness.

He was the son of Joseph R. Knowland Sr., publisher of the *Tribune*, and brother of William F. Knowland, former majority leader of the Senate and now assistant publisher and editor of the *Tribune*.

Following graduation from the University of California, Mr. Knowland started as a cub reporter on the family newspaper. He entered the Army in 1942 and left as a major in the Air Force in 1945.

CHARLES A. KOLB

WHITE PLAINS, N.Y., Oct. 10—Charles A. Kolb, 66, a former vp of General Foods Corp., died of a stroke Oct. 4 in St. Agnes Hospital. He was with General Foods 38 years before retiring in 1960. He remained a consultant to the company and other food manufacturers, specializing in sales promotion and trade relations.

WILLIAM ALLEN UNDERHILL

CORNING, N.Y., Oct. 10—William Allen Underhill, 73, president and publisher of the *Corning Leader*, died Oct. 5 in Corning Hospital of a cerebral hemorrhage, preceded by a heart attack. He was a past president of the New York Associated Dailies.

ELIOT WARBURTON

LONDON, Oct. 10—Capt. Piers Grove Eliot Warburton, 65, former chairman of William R. Warner Ltd., British subsidiary of Warner-Lambert Pharmaceutical Co., died Oct. 5 in a London nursing home.

He was European manager of Vick Chemical Co. from 1925 to 1939. After World War II, he joined American Home Products International in New York as vp. He returned to England in 1945 as chairman.

Burley Paper, Station Sold

The *Herald Bulletin*, Burley, Ida., and the *Minidoka County News*, plus KBAR, Burley radio station, have been sold by Mist Publishing Co. to Mr. and Mrs. Dean Lesber, Merced, Cal. The *Bulletin* is published five days a week; the *News* is a bi-weekly. Sale of KBAR is subject to approval of the Federal Communications Commission.

Frank Vos Adds Account

Merrin Jewelry Co., New York, has appointed Frank Vos & Co., New York, to handle its advertising and mail order campaigns, including promotion of its Diamond-of-the-Year plan. Similar to a book club, the plan enables a customer to acquire a diamond bracelet or necklace one stone at a time. Maxwell Sackheim-Franklin Bruck is the former agency.

Blackburn Ends Publication

Blackburn Publications, New York, has suspended publication of *Modern Server & Spirits Store* with its September issue. This was the sole publication of Blackburn Publications, formed in 1959 by James E. Blackburn, former vp and director of McGraw-Hill Publishing Co.

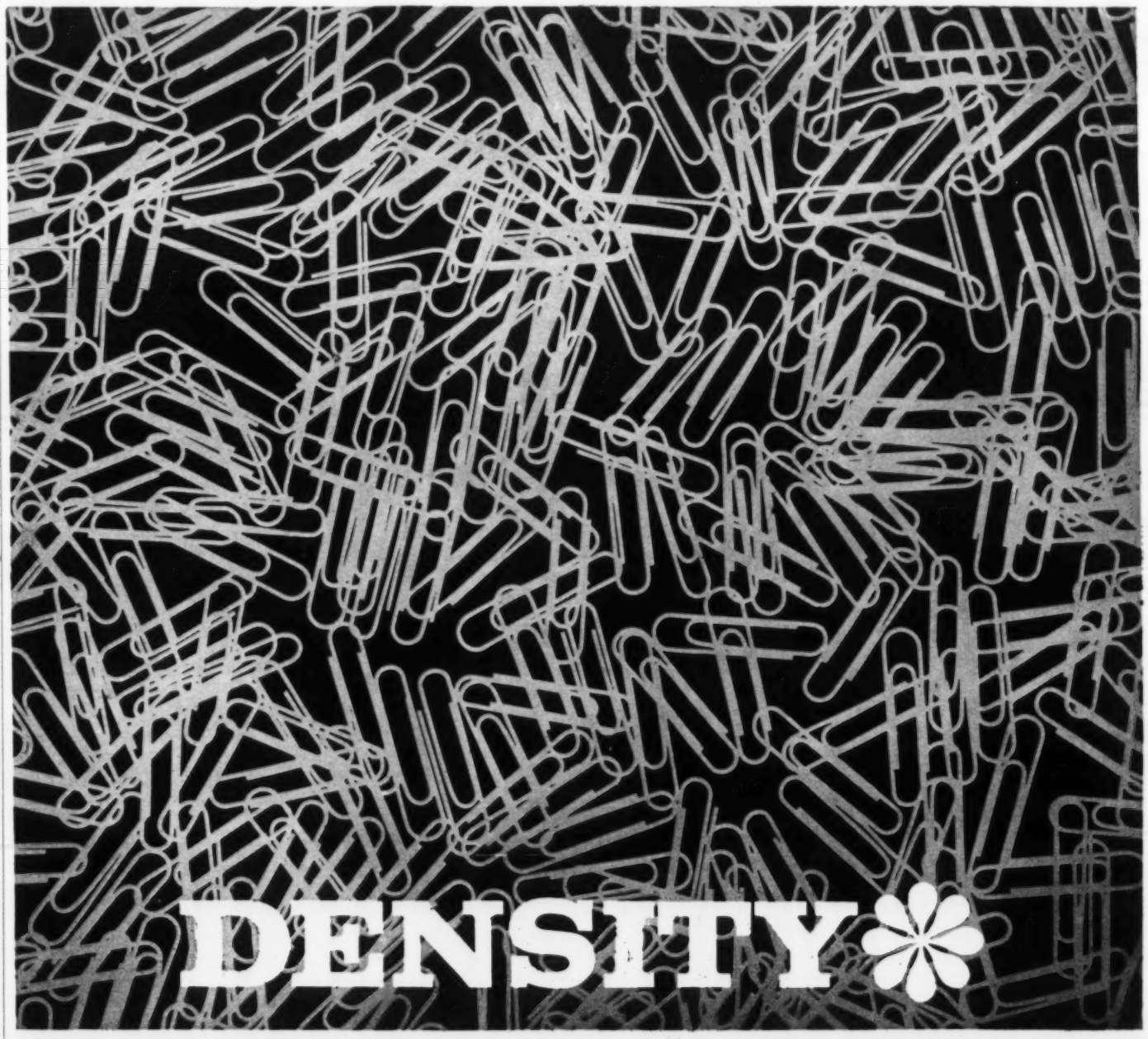
PERSONAL SERVICE

Your time is invaluable. Yet you must know. That's why a Farley Company representative is trained to give you a concise but accurate picture of the specialized business markets reached by the media he represents. His success depends on how well he presents the facts to you.

Markets Served

Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distributing • Mechanical Contracting • Policy Level Management • Savings and Loan • Technical Management

THE FARLEY COMPANY
Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074



Compact, close, crowded . . . Providence, active "test" market, responsive "must buy" market chalks up record results from the penetration of WJAR-TV. Coverage conscious advertisers use WJAR-TV to reach more homes, more people in this most crowded market in the country . . . a reach that sells as it dominates.

ARB 1960 TV Homes

WJAR-TV

NBC · ABC
Represented by
Edward Petry & Co. Inc.

Lambert & Feasley Names 2

Harry Vosburg, vp and director of research of Lambert & Feasley, New York, has been promoted to vp and marketing services director, a new post. Fred L. Ryner, formerly associate research director of Fletcher Richards, Calkins & Holden, has been named vp and director of research to succeed Mr. Vosburg in his previous post.

Ashe to Marketing Services

Sydney Ashe, formerly vp of the Institute of Motivational Research, has been named manager of the sales department of Marketing Services Co., a division of Dun & Bradstreet.

Wright, Roth Named VPs

Hamilton Wright Jr. and John A. Roth have been named vps of Weston Associates, Manchester, N. H. Mr. Wright is the agency's director of public relations, and Mr. Roth is an account executive.

BUYINGEST MARKET IN AMERICA...

METROPOLITAN ODESSA (Texas)

1st IN THE NATION...

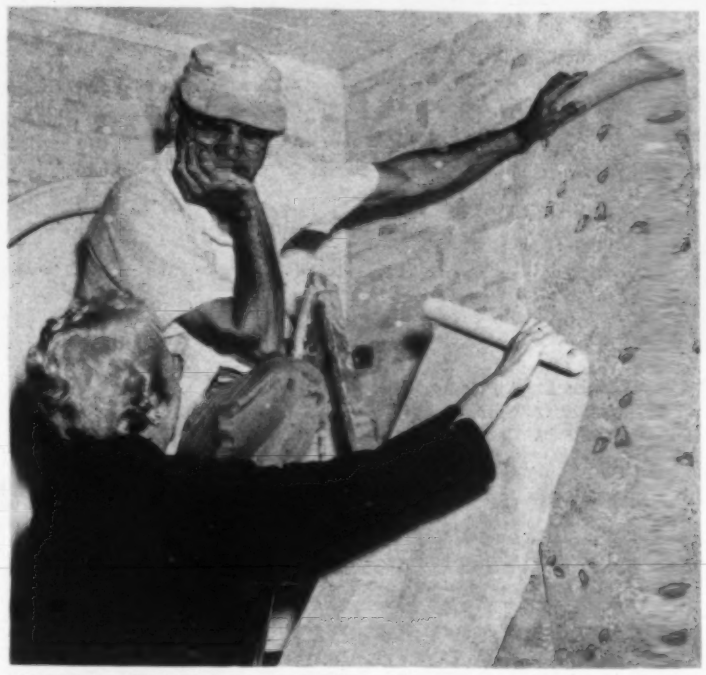
...with $5,887 RETAIL SALES per household SM, May 10, 1961

SELLINGEST NEWSPAPER

ODESSA AMERICAN

...the only newspaper with the circulation strength and influence to sell Odessa and its rich, ten-county market!

Represented nationally by TEXAS DAILY PRESS LEAGUE, INC



DECORATOR TOUCH—*Clarence Kilian, advertising manager of Alabama Power Co., Birmingham, is equally adept at paperhanging. Here he confers with Mrs. Kilian on the decorating job to be done.*

Versatile Adman . . . Clarence Kilian

"Pop, what do you want to be when you grow up?"

The sober, wide-eyed query from his then-five-year-old grandson was a normal question from any youngster who had lived around Clarence Kilian, advertising manager of Alabama Power Co., Birmingham. His day begins before dawn, when he often paints in his backyard workshop until breakfast. Oil is his medium, and subjects run a gamut from landscapes and seascapes to hydro-electric dams. He has never had a painting lesson, but his works are sought by friends who hang them with pride in their homes and offices.

VOLUNTEER CONSULTANT—*Mr. Kilian served as consultant to Doris Starnes White, editor (right), and Elizabeth T. Burke, editorial assistant, on the forthcoming Birmingham Magazine.*

■ Mr. Kilian won't accept money for a painting, but another of his hobbies pays well. He supplies goodly quantities of orchids for the local market. In his greenhouse are more than 3,000 plants. Occasionally a persistent program chairman can persuade him to lecture on orchid culture before a garden club.

His home is evidence of his practical as well as esthetic talents. When he needed extra space in his home recently, he finished two rooms in his attic. He knows an adze from a miter square, handles a Stillson wrench like a professional, and is on familiar terms with brick and mortar.

Fishing is his most rewarding hobby; for the past ten years, his cronies have been his two grandsons. They've absorbed fishing lore and the love of the sport from him. Two summers ago, the three of them took a fishing-camping trip and sampled their luck from the Gulf of Mexico to rivers as far west as Colorado and as far east as Ohio—all on a single journey.

He long ago "paid his civic rent" with his skills and talents. He has coordinated, and advised on, many chamber of commerce public relations and advertising programs, and participated in fund drives for local cultural and charitable groups. In November, a 36-page slick magazine will hit the Birmingham newsstands and will find its way to the desks of top brass in many of the nation's leading industries. It will tell of Birmingham's assets as a good place to work, live and do business. *Birmingham Magazine* is another chamber of commerce project on which Mr. Kilian is consultant.

■ Watchdog of his own company's advertising budget, he serves as an adviser on the national advertising copy group of the investor-owned electric power companies.

Born in Cleveland, he is a veteran of World War I. Mr. Kilian became a southerner by marriage in 1918 when he chose a Georgia girl for his bride. Before joining Alabama Power Co. in 1935, he had worked for the former Tennessee Public Service Co., Electric Bond & Share Co., in New York, and organized the Southeastern Electric Exchange, a trade association for electric utility companies. He served the exchange as its first staff officer.

Adman Kilian is slated to retire next year. Most people with his hobbies would plan to spend more time with them. Not Mr. Kilian. He rides faster when there are things pushing to be done, so he's anticipating a full-time job offer. Chances are, though, that the old, well-loved hobbies will still be pursued regularly.

WORKER IN OILS—*Clad in an old bathrobe, Mr. Kilian often paints from dawn till breakfast in his backyard workshop studio.*

PROFITABLE HOBBY—*Adman Kilian waters some of the 3,000 orchid plants in his greenhouse. He supplies local florists, and the Kilians enhance their home for guests with home-grown blooms.*

Ree De Veaux Resigns

Ree De Veaux, promotion director of the International Silk Assn., New York, has resigned.

Interested in reaching the influential people in 60,000 conservative Protestant churches?

That's the market where MOODY MONTHLY's influence is concentrated. This *"invited salesman"* has an entree into the homes of these active church leaders and gets you inside the important decision-making church board meetings. More than 75% of M/M's subscribers hold positions of influence in these 60,000 conservative Protestant churches. And M/M's 100,000 homes (with more than 280,000 readers) offers you another important market.

For complete folder of Media Fact Sheets on reader survey, call or write today—

LAWRENCE ZELTNER, *advertising manager*

MOODY MONTHLY

820 N. LaSalle Street • Chicago 10, Illinois

McCann Expands in Houston to Service Humble Account

McCann-Erickson has taken space in the Montrose National Bank Bldg., Houston, in addition to its office a block away. The expansion also serves Communications Affiliates Inc., which, like McCann, is a subsidiary of Interpublic Inc.

Several persons were added in Houston as Humble Oil & Refining Co., a McCann account, consolidated its headquarters here. Thomas P. Losse, senior vp, has been named management service director, and will divide his time between Houston and New York. Foster Wick has been transferred from Chicago to head the CAI office. Other McCann staffers being shifted to Houston include Andy Isaacson, creative director; Eric Ajello, radio-tv department head; Bill Scott, art director; and Paul Haynie, Al Kehr and Richard Isaacs, account directors.

Advertisement

THIS CAREER GIRL KNOWS that the most economical, effective way to boost sales in the Sweet Vermont Market is with the Vermont Allied Dailies. Just one order, one bill, one buy, and your message appears in the six key dailies that reach the part of Vermont where 93.9% of the state's $652 million buying power originates.

Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

Austin Seeks Agency

Austin, Nichols & Co., New York, will choose between Hockaday Associates "and one other agency" for the $500,000 Grant's scotch account now handled by Alfred Lilly Co. The company recently interviewed six agencies; no decision is expected for some time.

Marschalk Gets Account

Quality Courts United Inc., Daytona Beach, Fla., has named McCann-Marschalk, Miami, to handle its advertising. The former agency was Koehl, Landis & Landan.

Longer Guarantee Trend Grows, Says Lippincott, Margulies

NEW YORK, Oct. 10—Products are being guaranteed two and three times as long as ever these days, and extra bonuses, such as service, are being tossed in as part of the offer.

This was the conclusion of a study of 50 major companies conducted by Lippincott & Margulies. The design consultant organization said manufacturers gave these reasons for extending guarantees, or adding new ones: (1) To build greater consumer confidence; (2) to get an edge over competition; (3) to promote the result of product improvements; (4) to fight foreign competition; and (5) to back up general statements of quality.

Lippincott said the latest example of this trend was the "seal of integrity" just adopted by the National Assn. of Furniture Manufacturers, which guarantees manufacturers' products to be free from defects in workmanship, materials and construction for 12 months (AA, Sept. 25).

Appliance manufacturers, notably Philco and Westinghouse, are expanding warranty policies to include labor as well as parts, Lippincott & Margulies said.

■ Other recent warranties cited by the company included Magnavox's one-year guarantee for tubes, parts and service for its Gold Seal tv; Motorola's car radio guarantee for one year, up from 90 days; Hamilton Beach's five-year guarantee of all of its products, including electric blankets; Bulova radios with a one-year guarantee, which the company says is four times longer than those offered by other radio manufacturers. Hotpoint's water heater guarantee has been extended from 10 to 15 years. Benrus has added an unconditional three-year guarantee for repair or replacement on its watches.

B. F. Goodrich has added a tire guarantee against road hazards, and Polaroid introduced its Electric Eye camera with a two-year guarantee. Easy laundry division of Murray Corp. is out with a lifetime guarantee on transmission parts in its domestic washers; Bissell retains its one-year warranty for Sweep Master and Scrub Master, but has added a four-year warranty on the motor. #

New School Book Bows

Product Information for Schools, a digest-size bi-monthly published by School Management Magazines, Greenwich, Conn., will appear Nov. 15. It will cover public, parochial, and private schools and colleges. Advertising is sold in quarter-page units at $190 each for b&w. There is no premium for bleed pages. Advertisers who use *School Management*, a sister publication, in 1962 can apply 10% of their space charge in that book against the new magazine.

Simmons Opens PR Office

Gurdon Simmons, formerly public relations director of Einson-Freeman Co., has opened his own office as pr counsel and merchandising consultant in the Dale Bldg., Allendale, N. J. Mr. Simmons has been replaced at Einson-Freeman by Maggie Walker, formerly with the Tom Ryan Agency, Bangor, Me.

Reese Joins Shure Bros.

Gerald H. Reese, formerly sales promotion and public relations manager of Crush International, has joined Shure Bros., Evanston, Ill., as coordinator of sales promotion, advertising and public relations.

'Travel Agent' Joins ABC

Travel Agent, New York, has joined the Audit Bureau of Circulations.

Incres Line Names Resley

Incres Line, New York, owner and operator of the cruise ship Victoria, has named the Resley Co., New York, to handle its advertising.

Shulton Names Chanler

Harvey Chanler, formerly with the Library of Sound Education, has joined the home products division of Shulton Inc., New York, as sales promotion manager.

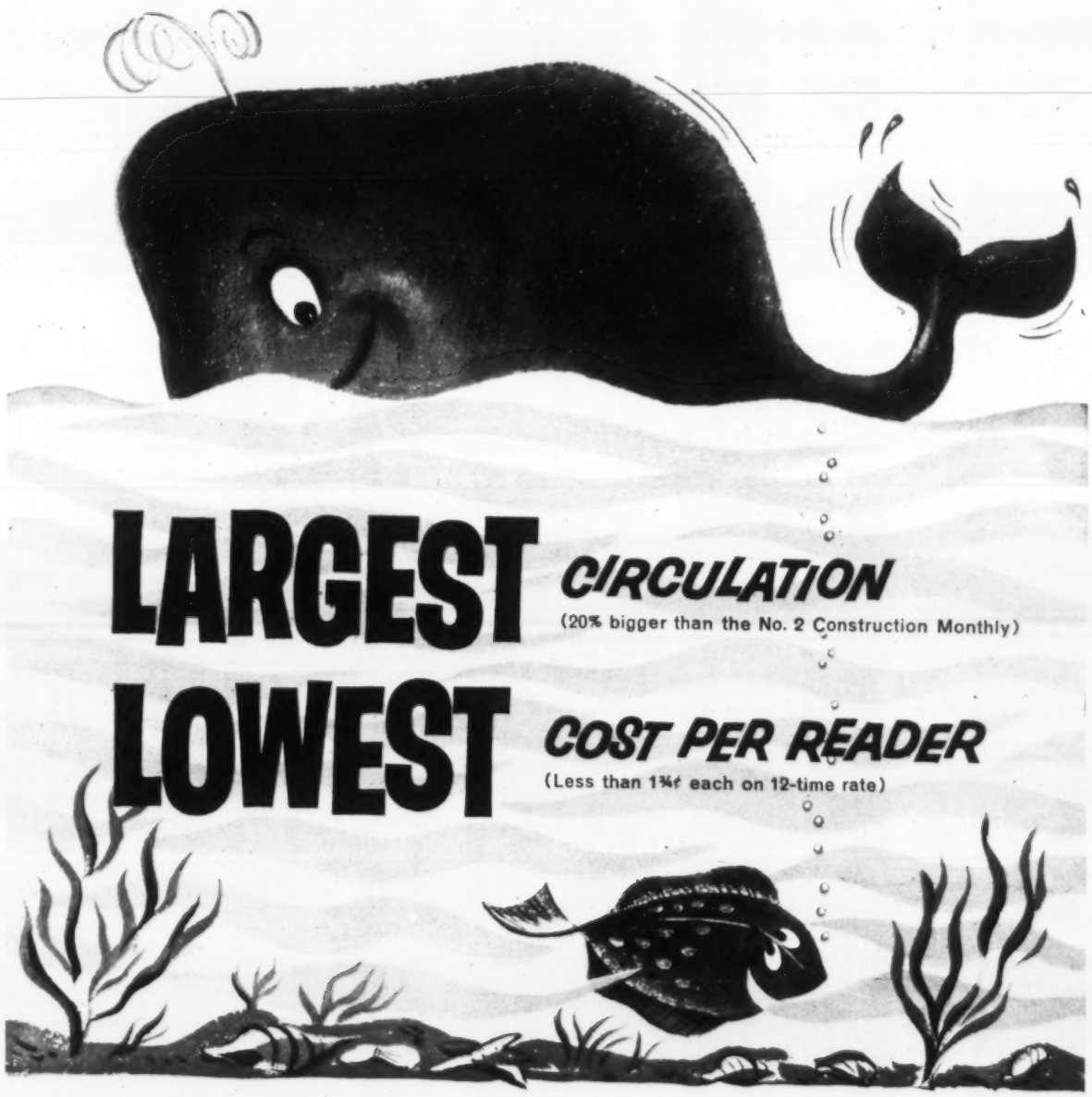
Guns & Shooting . . . Exclusively!

Over 100 pages monthly, devoted solely to the interests of more than 450,000 active shooters and hunters.

Sample copy on request.

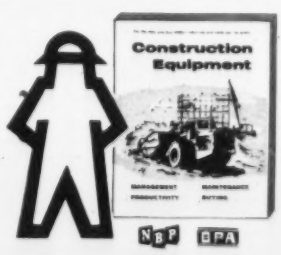
The AMERICAN RIFLEMAN Magazine

SCOTT CIRCLE WASH. 6 D.C.



CONSTRUCTION'S FINEST ADVERTISING VALUE

Compleat anglers hook onto CONSTRUCTION EQUIPMENT. For its hand-picked readers—men who make buying decisions — bulk largest in numbers and lowest in cost. With CONSTRUCTION EQUIPMENT you attract the contractors, plus every other buying group that you need and want to sell. Advertisers find that no other construction magazine offers such a brimming catch of values.



Construction Equipment MAGAZINE

A CONOVER-MAST PUBLICATION • 205 EAST 42ND STREET, NEW YORK 17

Pappas, Gomes to de Garmo

Peter N. Pappas, formerly with Cohen & Aleshire, has joined de Garmo Inc., New York, as production manager. George A. Gomes, previously with Grey Advertising, has joined the agency as art director.

Turock Joins Otarion

David Turock, formerly with Ted Gravenson Inc., has joined Otarion Listener Corp., Ossining, N.Y., hearing aid manufacturer, as assistant national advertising manager.

H. J. Seiler Names Agency

H. J. Seiler Co. has appointed Hoag & Provandie, Boston, for promotion and test marketing of a new line of grocery items.

Robinson Joins Gardner

Ferrill T. Robinson, formerly supervisor of broadcasting for J. F. Productions, has been named media group supervisor of Gardner Advertising Co., New York.

SHOE ON WHEELS—*American Franchise Systems, 18415 W. Eight Mile Rd., Detroit, is launching a new operation, the Shoemobile, which picks up and delivers shoes for repair on a regular route. Each Shoemobile franchise will service an area of about 75,000 people, with route salesmen calling on customers once in every six weeks. Distinctive feature is this deli very truck shaped like a shoe.*

Coordinated Kiddy Program Plan Fades as Networks Hassle

NEW YORK, Oct. 10—Here's what has happened at the three television networks, following Federal Communications Commission Chairman Newton F. Minow's recent proposal that the networks provide more constructive programming for children:

- Representatives of the networks held preliminary discussions.
- American Broadcasting Co. decided to go it alone and created a children's programming unit.
- Miffed, Columbia Broadcasting System and National Broadcasting Co. decided to go their separate ways with the development of additional programming in this field.
- The networks were aiming for a coordinated plan until ABC announced last week the establishment of a children's programming unit, under the direction of Jules Power, experienced producer of children's shows. Mr. Power has been instructed to develop an educational-entertainment program for children to be telecast late afternoons in the 1962-'63 season.

Pointing out that it is already programming "a very substantial number of hours of direct value to young audiences," CBS announced it would present the New York Philharmonic and the young people's concerts of the Philharmonic, both conducted by Leonard Bernstein, in prime time this season. The monthly show will be broadcast at 7:30 p.m. (EST), with Shell Oil Co. sponsoring the young people's concerts and Ford Motor Co. the New York Philharmonic.

NBC said it would continue its development of constructive children's programming "which has already resulted in the inclusion in the current schedule of such young people's informative programs as 'Update' and 'One, Two, Three—Go'." #

Nagler Heads New PR Unit

Jerry Nagler has been named to head the newly formed public relations and publicity department of Gero, Bierstein & Levy, Paterson, N. J. The new department will be at the 35 W. 53rd St., New York, office of News & Alliance, a pr company operated by Mr. Nagler.

Westinghouse Electric Tells FCC of Rising Costs of TV Advertising

The two tables below were put into the record of the Federal Communications Commission tv programming study (AA, Oct. 9) by Westinghouse Electric Corp.

Westinghouse's 'Studio One': a Case History

Sept.	No. of Stations	TV Sets in Coverage Area	Weekly Time Cost	Weekly Program Cost	Total Weekly Cost
1949*	25	2,047,300	$11,784	$ 6,100	$ 17,884
1950	48	7,069,000	19,754	8,500	28,254
1951	52	12,315,400	34,546	13,500	48,046
1952	52	15,800,000	45,950	15,950	61,900
1953	63	23,470,000	48,297	24,850	73,147
1954	86	29,020,000	51,498	29,156	80,654
1955	98	31,390,000	53,620	32,550	86,170
1956	95	34,610,000	55,769	43,620	99,389
1957	98	38,770,000	61,150	50,800	111,950
1958	99	40,280,000	60,927	62,500	123,427

*Cost based on last week in September.

Evening Network TV Costs Since 1950

Total Time and Talent

Type of Program	1950 Cost per Telecast (1)	1955 Cost per Telecast (2)	1960 Cost per Telecast (2)
60-Minute Shows			
General Drama	$21,375	$123,700	$210,967
Variety	24,725	190,250	258,183
Suspense Mystery	(Not Available)	(Not Available)	167,067
Western	(Not Available)	(Not Available)	163,900
Adventure	(Not Available)	(Not Available)	178,950
Average Evening Program (60-Min.)	23,592	143,600	201,950
30-Minute Shows			
General Drama	13,250	68,950	95,350
Variety	13,200	76,950	95,967
Suspense Mystery	13,934	70,200	87,317
Situation Comedy	9,960	70,200	91,100
Suspense Mystery	(Not Available)	(Not Available)	167,067
Western	(Not Available)	59,350	91,300
Adventure	(Not Available)	(Not Available)	79,275
Quiz and Audience Participation	(Not Available)	56,650	78,283
Average Evening Program (30-Min.)	12,709	65,550	88,017

Source: (1) McCann-Erickson (2) Nielsen

FTC Issues Stop Order on Livigen

WASHINGTON, Oct. 10—An order by the Federal Trade Commission against Max Laserow, inventor of Livigen skin cream, today snipped off the last thread in a series of cases based on promotional activities of David L. Ratke.

In August, the commission had accepted a consent order requiring Livigen Sales Laboratories, Biotex Ltd., and Mr. Ratke to stop using ads offering Livigen as a skin rejuvenator. At the same time, Examiner Edward Creel had issued an initial decision proposing a similar order against Mr. Laserow, who denied any responsibility for the advertising.

Beginning in October, 1958, FTC issued a series of complaints against an array of promotions owned by Mr. Ratke, including a battery additive, a lawn preparation, a car polishing mitt, a reducing preparation, and a hair wave preparation. All ended in consent settlements. Mr. Ratke also faced federal mail fraud charges and New York City criminal action for other products which he was promoting (AA, Aug. 28). #

Advertisement

MARKET ANALYST REVEALS ALL! Tells how she sells in the Sweet Vermont Market with just one order, one bill, one buy. Uses the Vermont Allied Dailies, a 6-newspaper group which saturates the part of Vermont where 93.9% of the state's $652 million buying income originates. For details, write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

Peter Pin-Up to Chambers

Peter Pin-Up Enterprises, New Canaan, Conn., maker of nursery products, has named Chambers, Wiswell & Moore, Stamford, Conn., to handle its advertising.

Keil Joins 'American Home'

Edward Keil, formerly copy chief with Howard A. Harkavy Agency, New York, has joined the promotion copy department of *American Home*, New York.

Mazza Joins Mogul

Harold Peter Mazza, formerly an account executive with Kudner Agency, has joined Mogul Williams & Saylor, New York, as an account executive.

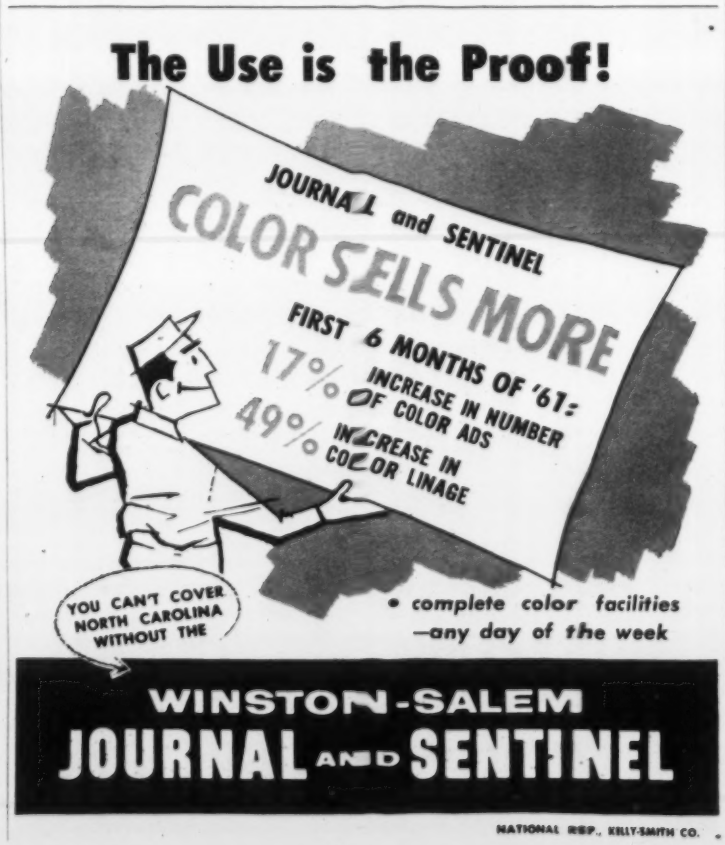
K&E Names Braunworth

James E. Braunworth, with the personnel services division of Kenyon & Eckhardt, New York, has been appointed employment manager.

Weaver's Foods to Lavenson

Weaver's Foods Inc., New Holland, Pa., has named the Lavenson Bureau of Advertising, Philadelphia, to handle its account.

1020' above average terrain
the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before:
NEW TALLER WOC TV TOWER
SERVING THE QUINT CITIES
DAVENPORT BETTENDORF IOWA
ROCK ISLAND MOLINE EAST MOLINE ILL.
WOC-TV Channel 6
D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.


The Use is the Proof!
JOURNAL and SENTINEL
COLOR SELLS MORE
FIRST 6 MONTHS OF '61:
17% INCREASE IN NUMBER OF COLOR ADS
49% INCREASE IN COLOR LINAGE
YOU CAN'T COVER NORTH CAROLINA WITHOUT THE
• complete color facilities —any day of the week
WINSTON-SALEM
JOURNAL AND SENTINEL
NATIONAL REP., KELLY-SMITH CO.

Insurance Admen Urged to Adjust Selling Strategy to Current Marketing Revolution

DALLAS, Oct. 10—"Communications—The Variable Constant" formed the theme of the 28th annual meeting of the Life Insurance Advertisers Assn.

The three-day convention brought into focus a number of challenging problems, one of which, "stiff competition," was discussed by the opening day speaker, William A. Dobson, vp, Opinion Research Corp., Princeton, N. J.

Basing his observations on a survey conducted by interviews and research, he said, "I was told that life insurance advertising budgets are up . . . that you are telling your story as never before. However, only 65% of the American public remember seeing or hearing any advertising for any life insurance in the last 12 months. Furthermore, when asked, 'What company or companies were advertised?' only 12 companies could be named by as many as 1% of the population, only three companies by more than 5% and only one company by more than 15% of the American public."

■ Delivering the keynote address at the luncheon meeting, a Dallas insurance executive told his listeners to go back home and change your companies into "insurance-marketing companies."

"There's been a revolution in the business world, and it has only touched the fringes of insurance so far. It's the marketing revolution," said Travis T. Wallace, board chairman of the Great American of Dallas insurance companies.

"The big change occurred when businesses stopped concentrating on simply answering essential demands and stepped forward into creating desires that went far beyond basic needs," he stated.

Mr. Wallace said, "I believe that every insurance company should re-orient its point of view and come to the realization that they are in business to market insurance.

"I would even propose a change in common terminology," he added. "Where companies now speak of 'writing insurance' for this and that, I would propose that they say 'selling insurance'."

■ The speaker admitted that it would not be an easy task for the insurance advertisers to re-orient their companies. He noted that few insurance companies have marketing men in their top policy-making positions.

"The lack of imagination isn't usually found in your offices," he said. "It's usually found in offices upstairs, and unfortunately it flows downward to permeate the entire company.

"Now I know you can't rise in armed rebellion and throw out the people who aren't marketing-minded. But you can begin a process of education within your own firm. You can draw everyone's attention to the point of sale and say, 'That's what we're in business for.' You can open the minds upstairs to the subject of people . . . what they want . . . how they talk . . . how to talk to them. And you will find your own job more satisfying and rewarding as a result. And your neighbors won't assume you're in a dull business."

That the vast majority of people think insurance is dull, Mr. Wallace remarked, was corroborated by a survey made by an advertising publication (ADVERTISING AGE). "Trying to find out what the neighbors think about advertising men, it unearthed an appalling fact about what people think of insurance. When asked to name the dullest businesses, the large majority named banking, finance and insurance."

■ Another speaker plugged newspaper advertising. Stanley Marcus, president of the Dallas-based Neiman Marcus specialty stores, said:

"Our major communications method is the daily newspaper, which we regard as the single most important avenue of expression to our public. We have not been able to use radio or television with any marked degree of success, nor in my opinion will they ever supplant the newspaper for our type of store operation.

"Basically, we feel that through the newspaper we contact the largest number of people by the least expensive method. Through the newspaper we can project fashion as well as anyone in the country. When we get into the field of television, a retail advertising budget cannot compete for the quality of production that is set as a standard by the big national advertisers."

L. Russell Blanchard, Paul Revere Life, succeeded John L. Briggs, Southland Life, as president of the group for the 1961-'62 year. Other new officers are William A. Neville, Great-West Life, vp; Robert M. MacGregor, Phoenix Mutual, treasurer; George H. Kelley, New York Life, secretary; David J. Behling, Northwestern Mutual, editor. #

RED (NOSE) ALERT—*Johnson & Johnson's new wire display is designed to hold Arrestin Cough Medicine and Nose Drops & Spray, plus six bottles of Liquiprin; rack can later be used for books by removing the top copy panel. Thomson-Leeds Co. designed and produced the display.*

ANPA Boosts Research Setup

American Newspaper Publishers Assn., New York, will expand the facilities of its research center at Easton, Pa., at a cost of $450,000. Construction will start immediately and will be completed next May; it will triple the center's existing facilities. ANPA also announced that daily newspaper circulation in the U.S. reached a record 60,283,114 for the six months ended March 31.

Berutti Joins Gardner

Martin G. Berutti, formerly marketing research manager of the Reardon Co., has joined Gardner Advertising Co., St. Louis, as a senior analyst in the research department.

O'Brien Joins Davis

Frances B. O'Brien has rejoined Phil Davis Musical Enterprises, New York, producer of musical commercials, as public relations, advertising and merchandising coordinator. Mrs. O'Brien served the company as public relations director until 1954, when she left to take a teaching post and become a free lance writer.

TvQ Adds Three Clients

Home Testing Institute, Port Washington, N.Y., has added three advertising agencies to its list of clients for its TvQ qualitative tv research service, bringing the total number of subscribers to 15. New clients are William Esty Co., Sullivan, Stauffer, Colwell & Bayles, and Lennen & Newell.

Rogers Joins F&S&R

Stanley Rogers, formerly creative director of McCann-Marschalk, Boston, has joined the creative staff of Fuller & Smith & Ross, Pittsburgh.

OFFICE SPACE AVAILABLE

The most distinctive address for your Chicago headquarters. Located in the heart of "advertising row," convenient to and for suppliers to the advertising field.

333 north michigan avenue building

- *outside daylight in all offices*
- *year 'round air conditioning*
- *fast, ample automatic elevators*
- *excellent service*

WIRTZ, HAYNIE & EHRAT, INC., *Managing Agents*
Phone: RA 6-8333 (Area Code 312)

ORCHIDS FOR HER
will mean MORE SALES TRAFFIC GOODWILL
AS LOW AS 9¢ EACH
MINIMUM ORDER 100
ORCHAWAII
ORCHIDS OF HAWAII, INC.
305 7th Ave., N. Y. 1, N. Y. • OR 5-6500
Branches
• 469 E. Ohio St., Chicago 11, Ill. • Tel.: 467-5765
• 24421 Narbonne Av., Lomita (L. A.), Cal. • DA 5-0381

The same superior adult programming in every important market of the nation ● . . . reaching the influential QUALITY THIRD FM audience!

THE NATION FOR SALE on HERITAGE FM

Write for Heritage Consumer Profiles numbers 4 and 5 ● showing why the Heritage Stations audience is superior, in terms of PROFESSIONALS . . . EXECUTIVES and PROPRIETORS. ●

HERITAGE REPRESENTATIVES

New York: 15 West 44th Street ■ **Chigago:** 8 South Michigan Avenue ■ **Los Angeles:** 2917 Temple ■ **Detroit:** 1761 First National Bank Bldg. ■ **Boston:** 234 Clarendon ■ **Atlanta:** 805 Peachtree ■ **St. Louis:** Box 6155 ■ **San Francisco:** 625 Market ■ **Seattle:** 610 Lloyd Bldg. ■ **Minneapolis:** 1138 Northwestern Bank Bldg.

Buzby Phillips Terhune

REMEMBER WHEN?—*G. C. Buzby, president of Chilton Co. and E. B. Terhune Jr., publisher of Department Store Economist, reminisce with C. Swayne Phillips, retiring after 48 years on the ad sales staff of Chilton's Economist magazine. Also attending the luncheon in honor of Mr. Phillips were agency and advertising friends. He received a Steuben glass bowl.*

Toro Maps Lucky Number Promotion for Rotary Mowers

MINNEAPOLIS, Oct. 10—Toro Mfg. Corp. has mapped a high-powered advertising campaign for next spring, designed to cash in on the industry's big replacement market.

Billed as the biggest effort yet for the powered grass-cutting equipment maker, advertising will be keyed to a "lucky number" and "trade-up, trade-in" theme. The back of "lucky number" cards bound into copies of a May issue of *Look* will carry a $10 "trade-up, trade-in" offer.

In the "lucky number" promotion, Toro will give away Whirlwind rotary mowers to 100 readers of *Look* holding the proper cards, redeemable at Toro dealers. An April issue of *The Saturday Evening Post* will carry the company's $10 extra trade-in allowance on a new 21" Whirlwind model.

■ To help Toro dealers corner a larger portion of America's riding mower market, Toro has scheduled page ads during April and May in *Suburbia Today*. For communities not covered by the supplement, Toro will run ads in local supplements in which participating riding mower dealers will get free listings.

Other magazines on the 1962 Toro schedule are *American Home, Better Homes & Gardens, Farm Journal, Flower & Garden, Flower Grower, Life, Organic Gardening* and *Popular Gardening*.

The power mower push will be geared to replacement sales, which will make up about 70% of the market, Robert W. Gibson, Toro's vp in charge of marketing, said. Power mowers for new homes will account for the remainder. The Toro rotary mower is reported to have about 12% to 15% share of the rotary market, slightly ahead of Lawn Boy. Rotaries account for about 82% of the entire lawn mower market.

■ David M. Lilly, president of Toro, said the company looks for a re-surge of popularity for reel mowers, which have already climbed back to 12% of the market from a low of about 7% in 1958-'59. (Toro is said to have about a 20% share of the reel mower market.) Mr. Lilly also predicted an increase in rider mower sales which this year accounted for 6% of the industry's volume.

The theme of next year's advertising will be, "Trade your troubles for a new Toro." Ads will say the Toro power mower lasts for years without breakdowns, ends uneven "clumpy" looking lawns, sucks up leaf clippings and starts and handles easily. This year's budget is about $1,500,000. The 1962 outlay is believed to be slightly more.

■ Toro is also introducing its new Caddy Master, a battery operated golf cart. Although the company is considering advertising the cart in consumer magazines, it believes that the real market will be among country clubs and public fee courses, which will rent them out to players. "Renting golf vehicles at country clubs has replaced slot machines as a chief source of revenue," Mr. Gibson quipped.

To plug its heavy duty institutional machines for use by highways, parks, cemeteries, golf courses, airports and schools, Toro is planning to run more than 100 spreads in 21 business publications.

Merchandising kits for consumer promotions and co-op advertising plans, including newspaper mats and radio-tv scripts, will be made available to dealers. Each of Toro's franchised distributors will create an area advertising and promotion plan that will tie-in with the national effort.

Batten, Barton, Durstine & Osborn, Minneapolis, is the agency. #

Bates Names 3 Directors

Herbert G. Drake, C. James Fleming Jr., and John Metcalf have been elected to the board of directors of Ted Bates & Co. Mr. Drake and Mr. Fleming are senior vps and account group heads in the New York office. Mr. Metcalf is joint managing director of Hobson, Bates & Partners Ltd., London.

'Ben Casey' Sold in Canada

ABC Films, New York, has signed Colgate-Palmolive and Ford Motor of Canada for co-sponsorship of "Ben Casey" in eight Canadian markets. The hour series began its network run on ABC-TV Oct. 2. The Colgate buy was made through Spitzer, Mills & Bates; Ford's order was placed by Vickers & Benson.

'Visit the U.S.A.' Goes Monthly

Visit the U.S.A., New York, will switch from bi-monthly to monthly publication with its January issue. Circulation guarantee will go from 4,000 to 4,600. One-time b&w page rate will rise from $240 to $280, and a new frequency discount will be installed.

Page Re-Elected

Shelby H. Page, senior vp of Ogilvy, Benson & Mather, has been re-elected president of the Advertising Agency Financial Management Group, New York.

'Freeze' on Small Business by Net TV Gets House Study

WASHINGTON, Oct. 10—A new congressional look into the advertising arrangements in the tv industry will get under way here next month when a House small business subcommittee under Rep. Dale Alford (D., Ark.) looks into charges that small companies have trouble getting tv time in the prime evening hours.

The subcommittee has earmarked Nov. 6 and 7 for its hearings. It was still lining up witnesses last week, with letters asking the National Assn. of Broadcasters and other associations to comment on complaints which the subcommittee has received from small advertisers.

The new look into network control of evening hours comes at a time when the Federal Communications Commission is approaching the climax of a rule-making procedure which may involve the elimination of network option time arrangements, often identified as a barrier to the use of prime evening time by non-network advertisers.

■ A commission decision in September, 1960, proposed to reduce the time periods available to networks to a maximum of 2½ hours in the four-hour evening segment. Last May the commission reopened the proceeding, fixing Oct. 6 as the deadline for comments on whether the practice of time optioning by television broadcast stations is contrary to the public interest and should be prohibited.

If the commission adheres to its present timetable, an oral argument on the option time issue will be held before the full commission on Nov. 3. In that event, the future of option time will be before the commission for final decision at the time the small business subcommittee holds its hearing. #

Pesin Joins Mendelsohn

Harry Pesin has joined David J. Mendelsohn Advertising, New York, as 1st vp in charge of creative services. For the past year he has been traveling abroad; before that he was vp and creative director of Rockmore Co.

MPO Produces 8mm Projector

MPO Videotronics, New York, producer of tv commercials and industrial films, has entered the equipment production field with a new 8mm sound film continuous projector designed for sales training and promotional use. Called the Videotronic 8, the 18 lb. portable unit has a self-contained rear projection screen which is said to make viewing possible without a separate screen or room darkening. The projector is equipped with an automatic rewind magazine.

Grauer/Elliot Adds Two

Grauer/Elliot Advertising, New York, has been named to handle advertising, sales promotion and pr for Rosine Products, manufacturer of the Glamour De Rose line of beauty soaps and cosmetics, and the Metropolitan Club, both of New York.

Caloric Changes Name

Caloric Appliance Corp., Wyncote, Pa., has changed its name to Caloric Corp. to reflect the company's diversification of product lines. Besides gas kitchen appliances, it manufactures curtain wall panel, corrugated siding and related items.

Mrs. Caskey Joins WONE

Jeanne Caskey, formerly with Yeck & Yeck Advertising Agency, has joined WONE, Dayton, in the newly created post of promotion and public relations director.

Advertisement

WOMAN'S INTUITION is not necessary, for women *and* men in the business know that you can boost sales in the Sweet Vermont Market with just one order, one bill, one buy—THE VERMONT ALLIED DAILIES. This six-newspaper group blankets the part of Vermont where 93.9% of the state's $652 million buying power originates. Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures)

B+C

. . . means

Bertsch + Cooper

. . . it also means Chicago's largest, complete typographic service facilities

Type faces used are:
Modified Venus Medium & Bertschtype 70B

ACB Schedule Listings Tell

This service covers "National" newspaper advertising placed by your competitors. When the first ad breaks (no matter where) we'll spot it—and report it. No longer will competition start campaigns in remote cities—test or otherwise—without your knowing about it. Tells where and when ad ran: supplementary reports list additional ads giving a record of entire schedule. With Linage & Cost Summary also supplied if desired.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

Dutch Masters Shifts from EWRR to Papert, Koenig

Move of $2,500,000 Account Follows 1 Week After Switch by David

NEW YORK, Oct. 13—Dutch Masters Cigar Co., after a 25-year stay with Erwin Wasey, Ruthrauff & Ryan and one of its predecessors, Erwin, Wasey & Co., will move to Papert, Koenig & Lois Jan. 1.

EWRR will remain the agency of record for all tv activities until the end of March, the termination date of Dutch Masters' contract with the "Ernie Kovacs Show" (ABC-TV). The account, including Dutch Masters and Harvester cigars, bills somewhat under $2,500,000.

News of the account move came a week after the announcement that Robert David, vp and account supervisor on Dutch Masters at EWRR, had joined Papert as vp and account supervisor. In commenting on the two almost simultaneous moves, Jack Mogulescu, ad vp of Dutch Masters, said, "It would be unfair to say we moved to Papert because Mr. David did, but it would also be unfair to say he had nothing to do with our decision.

■ "We had no specific intention of leaving, because EWRR has done a very good job for us. But we had been feeling for some time that it might be wise to have new eyes look at some of our problems. Then when Mr. David left, we decided that rather than work in a new account man, it would be a good time for us to make a change too," he said.

Papert was the only agency Dutch Masters talked to. "We didn't want to make a tv spectacular out of it," Mr. Mogulescu said. "We made a very thorough examination of the agency—much more thorough than if Mr. David hadn't been there. And we were very impressed." #

Gene Flack, 66, Sunshine Biscuit Ad Head, Dies

BRONXVILLE, N. Y., Oct. 12—Eugene W. Flack, 66, advertising director and trade relations counsel for Sunshine Biscuits for more than 25 years, and perennial toastmaster at advertising banquets, died here yesterday at Lawrence Hospital, as a result of peritonitis following surgery.

He had been president of National Sales Executives, Sales Executives Club of New York, and Advertising Club of New York. He was a member of the national distribution council of the U. S. Department of Commerce, the U.S. Chamber of Commerce's committee on advertising, and a director of the AFA.

■ Mr. Flack joined Loose-Wiles Biscuit Co. (Sunshine's predecessor) as director of trade relations in 1936. Previously he had been a reporter, an infantry captain in World War I, and a copywriter and vp of Swenson Advertising Agency, Chicago. At the agency he worked primarily on the Independent Grocers' Alliance account.

In private he had a wry humor, once remarking sardonically that his recipe for being a successful advertising manager was to get as big an appropriation as possible, spend it as fast as possible. If the campaign clicked, he said, he took the credit, if it didn't he blamed the agency. #

Last Minute News Flashes

Roma, Cresta Blanca Shift from DDB to NC&K

NEW YORK, Oct. 13—Schenley Industries has switched advertising for its CVA Co.'s Roma and Cresta Blanca wines from Doyle Dane Bernbach to Norman, Craig & Kummel, effective Jan. 2. These brands billed some $250,000 in measured media in 1960, but preliminary budgets range to $1,000,000.

BBDO Names Ward; Other Late News

• **Al Ward,** copy chief of Batten, Barton, Durstine & Osborn, New York, has been named assistant to the president, in charge of regional offices. His copy duties will be divided between Whit Hobbs, who moves from associate copy chief for print, to print copy chief, and Arthur Bellaire, former associate copy chief for broadcast, who has been named broadcast copy chief. They will now report to Robert Foreman, head of creative services.

• **Onofrio Paccione** has resigned as vp and art director of Grey Advertising to become exec vp and creative director of Leber & Katz, which will become Leber, Katz & Paccione on Nov. 1.

• **Mead, Johnson & Co.** has shifted advertising emphasis from Metrecal liquid to Metrecal wafers for the remainder of the year. The bulk of the print schedule and almost half of the television budget will promote the low-calorie cracker. Kenyon & Eckhardt, New York, is the agency.

• **Norman Glenn,** head of Sponsor Publications, New York, has confirmed that *U. S. Radio,* as of January, will be offered not as a separate monthly magazine, but as a radio service of *Sponsor,* to be sent to all *Sponsor* subscribers.

• **The American Weekly,** New York, Hearst Sunday supplement, plans to "eliminate some conflicts" and expects that by year's end its list of distributing newspapers will total somewhat less than its current figure of 30.

• **Storer Broadcasting Co.,** Miami, has dropped its $10,000,000 option for the purchase of WINS, New York, which faces the possibility of public license renewal hearings over payola charges, and has reached an agreement with Loew's Theaters for the purchase of WMGM, New York, whose license had been renewed through mid-1963.

• **Erwin F. Russell,** formerly publisher of the *Harrisburg Patriot & News,* has been named publisher of *Vogue,* a new post.

• **Buick** will kick off simultaneous market saturation campaigns Oct. 20 in Detroit and Chicago, referred to as "Market 2" and "Market 3." The concentrated advertising will include radio spots, newspaper and outdoor. The campaign is patterned after a successful blitz held last spring in Los Angeles. The total campaign will run into December. Newspapers will carry large-size ads almost daily. Radio will begin Nov. 5 for a week and then will come back Nov. 19 for two weeks. The No. 200 outdoor showings will also be split. Buick and its agency, McCann-Erickson, had no comment on the program.

• **Wayne Muller** has been promoted from sales manager of KBIG Radio, Catalina, Cal., to vp of sales for the station's parent company, John Poole Broadcasting Co., Los Angeles.

• **Charles S. Downs,** vp of advertising and public relations of Abbott Laboratories, North Chicago, Ill., will change his title to vp of public relations to devote more time to pr activities. William D. Pratt, advertising manager, may also get a new title.

• **L. B. Wilson Inc.,** sole survivor of the four-way contest for Miami's Channel 10, appeared due soon for licensing. The Supreme Court on Oct. 10 refused to review the FCC's July, 1960 decision to reassign the license to Wilson. The license case originated out of charges that undue influence had been exerted on former Commissioner Richard Mack.

• **Western Outdoor Advertising Co.,** Omaha, has acquired the business (but not the name or building) of National Outdoor Display Co., Minneapolis. Earl J. King, owner of National Outdoor, will continue with Western as northwest and midwest representative.

• **D. P. Brother & Co.,** Detroit, has appointed Robert S. Edwards a group creative supervisor. Mr. Edwards joined the agency in 1955 as a merchandising account executive after serving as ad manager of Trailmobile Inc.

• **National Business Publications** will confer the 1961 Silver Quill award of the specialized business press on Vice-President Lyndon B. Johnson at the 11th annual State of the Nation Dinner at Washington Feb. 1. The award is made "for most distinguished service to business and industry."

• **Maxon Inc.** and D.W.G. Cigar Corp. will terminate their three-year relationship Dec. 31. The Detroit cigar maker (R.G. Dun and other brands) said it will name a new agency "within a few weeks." The account bills an estimated $400,000.

• **Ford division** has tentatively changed the introduction date of its new Fairlane car from Nov. 2 to Nov. 16 because of the strike by UAW. Although Ford and the UAW signed a national agreement, local strikes may force a delay of the introduction beyond Nov. 16. If all Ford plants go back in operation by Monday (Oct. 16), the introductory date may still be switched back to Nov. 2. Lincoln-Mercury division so far has not altered its advertising plans for the new Meteor, due for introduction Nov. 30. Mercury still has time if the strike drags out to change plans.

• **A federal grand jury** in Los Angeles has indicted major Chevrolet dealer associations and four factory executives of the Chevrolet division of General Motors on charges of conspiracy to eliminate discount house competition in the sale of Chevrolet autos. The indictment specifically charged criminal violation of the Sherman anti-trust and Clayton acts. Defendants are Robert M. O'Connor, Chevrolet manager of the L.A. sales zone; Roy M. Cash, Chevrolet Pacific Coast regional manager; and Lee N. Mays and Kenneth E. Staley, assistant and general sales managers, respectively, for Chevrolet in Detroit.

• **Gilbert Advertising,** noted as a fashion agency, has added its first non-fashion account, Gold Seal Vineyards, Hammondsport, N. Y., producer of New York State wines and champagnes. Kastor, Hilton, Chesley, Clifford & Atherton formerly handled the account. A $50,000 holiday campaign of bi-weekly color pages in the *New York Times Magazine* will break Oct. 22 and run through Christmas.

Opinion Leaders Unaware of Efforts at Self Improvement by Ad Industry

CHICAGO, Oct. 13—Perhaps the most startling finding in the Four A's-Hill & Knowlton study unveiled at the central region meeting here was that advertisers "are almost wholly ignorant of codes or other attempts to improve advertising." The study said: "Some three out of four thought leaders (including advertisers) know nothing of ethical standards or general efforts to improve advertising. Most like the idea of voluntary action by advertising to accomplish needed improvements (much better to have self-policing than government control). But they doubt that attempts will succeed. At the same time, they realize implementation of higher standards in an intensely competitive business is not easy.

■ "Significantly, advertisers for the most part appear unconcerned over attacks on advertising. 'Let agencies and media handle their own problems,' is the common thought expressed."

Here are some highlights of the more important general conclusions of the study:

• "Opinion trend leaders are vocal critics of advertising."
• "Advertising is widely recognized as having been the mainstay of our free press."
• "Newspaper and magazine advertising get relatively little criticism."
• "Radio advertising criticized more."
• "Television advertising is the medium criticized most."
• "Despite such criticisms, there is little sentiment for restrictive legislation or government control of advertising."
• "There are rumblings of eventual refusal to buy certain advertisers' products."
• "Advertising people, per se, are respected, but their 'New York view' is deplored."
• "Research methods of agencies come in for considerable criticism."
• "Advertisers and other groups are almost wholly ignorant of codes or other attempts to improve advertising."

■ To elaborate, the study found:

• **Opinion trend leaders:** About nine of ten respondents regard advertising as a productive force, but some advertising practices and some side effects of advertising are criticized. Religious leaders as a group have the most serious reservations about advertising, mostly on cultural and humanitarian grounds. Sociologists view advertising as a "cultural depressant tending to destroy individualism."

• **Newspaper and magazine advertising:** Gets little criticism relatively because they are "less intrusive" than tv and more factual. (Direct mail and outdoor received only mild criticism.)

• **Radio advertising:** Chief criticism is that radio "has become so saturated with advertising messages that almost no program material remains." Listeners are particularly annoyed at shouting commercials, messages that are overenthusiastically and falsely jubilant.

• **Television advertising:** Drew the heaviest criticism because of (1) repetition, (2) unbelievability and exaggeration, (3) poor taste—too much "bust, belly and behind," (4) insulting to the intelligence and (5) too many commercials.

• **Eventual refusal to buy:** Consensus of thought leaders is that unless advertising improves, "the public will ultimately impose its own penalty upon them—the penalty of disregard."

• **New York orientation:** The study found "virtually no acceptance for the Vance Packard image of advertising people." Most interviewees consider admen "intelligent, creative, responsible." But there are criticisms of admen as being "divorced from reality because they have never left New York, either in fact or fancy." They (the admen) also tend to underestimate people's intelligence and too often are "ivory tower thinkers."

• **Agency research methods:** Criticized by intellectuals as being "inconclusive and completely inadequate." They [intellectuals] seek more objective research methods.

• **On the subject of government control:** "A sentiment shared by almost all respondents was that the government should be kept out of the picture 'except for fraudulent advertising.' Above all, the respondents agree the government shouldn't sit in judgment on matters of taste. Senators and congressmen interviewed in the survey warned however 'unless advertising does more to protect the public interest, the Congress may have to move in.'

"Some business men also expressed fear that some agency practices are inviting government intrusion."

• **Enthusiasm for soft sell:** "Respondents plead for more soft-sell commercials, which are thought to be far less objectionable than those which 'get down to fine points and explain the location, relative size and function of the sweat gland and even show a few spills of perspiration'." #

NBP Names Three Chairmen

National Business Publications has named three chairmen for committees on membership. They are: Fred C. Crowell Jr., president, Insurance Field Co., Louisville (east south-central states—Alabama, Kentucky, Mississippi and Tennessee); Ned Johnson, publisher, *Metalworking* (New England); and Richard C. Burns, vp, Conover-Mast Publications (mid-Atlantic states).

Intercontinental Adds 3

Intercontinental Services, New York, has been appointed representative in the U.S. mainland for the Quality Broadcasting Network, Puerto Rico's English-language radio network composed of stations WKYN (am) and WFQM (fm), San Juan, and WORA-FM, Mayaguez. The stations had no previous U.S. representative.

Falasca Leaves BofA

Edward A. Falasca has resigned as creative vp of the Bureau of Advertising, American Newspaper Publishers Assn., New York, effective Oct. 31. Mr. Falasca, previously with McCann-Erickson, joined the bureau in 1955 as promotion director. He will announce his plans shortly.

Florida Citrus Cuts Field to B&B, L&N, Bates, C-E

(Continued from Page 1)

commission.

Grant Advertising got momentary recognition from the floor when William Lee Sims II, an Orange City grower, praised the agency's cost-conscious presentation and recalled previous "magnanimous" free help extended to St. Augustine by Chairman Will C. Grant.

Key Scales Jr., commission chairman, said that "after today's decision I defy anyone to say this is cut and dried."

Following are highlights of the four finalists' presentations:

Benton & Bowles

Benton & Bowles, last to appear in Thursday's windup session, said, "We want your business—make no mistake about it." B&B's top brass presented a "case for, and the record of" the agency. They included Robert E. Lusk, board chairman; William R. Hesse, president; Atherton W. Hobler, chairman of the executive committee; William D. Tyler, creative vp; Richard F. Casey, senior research vp; Harry Warren, citrus account supervisor; and Russell O'Brien and Joseph McMahon, both vps.

B&B's work "reflected a prudent use of funds and a high degree of advertising results," it said. Several years ago the commission's consumer advertising was $3,566,000, or 2.38% of total on-tree value, said B&B. Last year it was only 1.02% of on-tree value—while "the grower received a record $300,000,000 for his fruit, double the 1954-'55 value."

It said 1955-'60 was a "Benton & Bowles era"; total on-tree value was $905,000,000 compared with $499,000,000 the previous five-year span. Between the two periods, average per-box value of oranges jumped from $1.25 to $2.03; grapefruit from 64¢ to 93¢; and tangerines from $1.43 to $1.89. (B&B recaptured the account from J. Walter Thompson in 1955.)

Florida Citrus Commission ads, "with few exceptions, increased in readership ratings each of the past five years and have nearly doubled the rating levels of earlier years." B&B said its copy cultivated favorable reactions from the Federal Trade Commission and medical profession. It said this "valuable heritage could be dissipated by an agency going overboard with copy claims."

■ On the dollar side, B&B put current citrus fiscal year billings at $3,125,000; it listed media as $2,459,411 (50% magazines, 50% daily and Sunday newspapers). Figures not publicly revealed put B&B's citrus production cost as 8.2% of budget in fiscal 1959-'60 and 8.1% in 1960-'61 (for all B&B clients it was 8.2% of budget in 1959 and 8.7% in 1960).

Mr. Hesse said B&B had a "tight lean organization; gifted people and 'surefootedness'," and "welcomed comparison."

"We are willing to stand on our record. People determine an account's success or failure. We stubbornly insist on excellence; we hope the people we hire today to work on your account will be around in five or 10 years." Mr. Lusk added: "Mr. Hobler redeemed my 1955 pledge that he would take a personal hand in the account. He is not likely to be matched by a man of comparable stature."

■ It was noted that "while B&B has over 1,000 talented people, because we have only 23 accounts the brains of top management can be brought to bear on your account." Said B&B: "We have carried on ten individual interlocking campaigns for you, each with its own supervisory and contact staff, but this did not deter us in carrying out successful strategy." Most agencies, it continued, "didn't understand that the citrus commission was really 'ten accounts,' not one.

"Change for the sake of change can be dangerous," said Mr. Hobler, "and costly to the client." Mr. Lusk reflected that "most agencies hate to change" and there is "some risk" involved.

■ Benton & Bowles used 38 ads, plus slides and film, to present its 1962 campaign thinking on a product-by-product basis. Big new theme was "get the Florida bonus," dealing with "twice the fresh juice for your money." It showed the "bonus" portion via dotted line around a filled glass and inserted a new logo on all its ads: Two small, rectangular picture postcards, one with a Florida scene, and the other with the copy, "From Florida, the state of health."

B&B also advocated ads based on "orange juice breaks"; pouring citrus juices on sundaes; a citrus-versus-rich-desserts angle for acne conscious teen agers; grapefruit for diet-watching young ladies; direct calorie comparisons between grapefruit and fruit cocktail; and stepped-up promotion to volume-feeders such as restaurants and institutions.

■ In some cases B&B adapted previous ads that got high Starches to new approaches; other ads, like a tangerine bowl premium timed for football bowl season, were brand new. So were grocery-sections style newspaper insertions and heavy-copy ads (a la Metrecal) on grapefruit.

B&B banked heavily on its work for other clients throughout the presentation; via films, slides, and a lobby display of clients' products it set up in the commission building right after the formal talks. It gave each commissioner (1) a folder relating ad costs to citrus production over the years, and (2) a leather-bound volume whose four sections dealt with general long-range economics, the citrus commission "today and tomorrow," the advertising climate of the 1970s, and ideas for new product packaging.

Campbell-Ewald

Campbell-Ewald's presentation got rolling with John H. Forshew, senior vp, board member and member of the executive committee, and no stranger to Lakeland. He was stationed in the citrus center for five years as account man on Florida Citrus for J. Walter Thompson Co., which had the business until Benton & Bowles took over in 1955.

He introduced an eight-minute color film prepared by the agency, which dealt with the broad spectrum of creativity; it provided the base for Campbell-Ewald to ask whether new "consumer relationships" need to be formed in developing citrus ads.

"Is something putting the lid on consumption and changing the relationships between product and people?" asked Mr. Forshew.

■ Clyde C. Bennett, vp and the man who would boss the citrus account in Lakeland if Campbell-Ewald gets the nod, said, "A lot of people feel citrus is a medicine; you're not selling Hadacol; citrus is just as delicious as ice cream or pop." He suggested the commission is advertising "too well," and competition is "capitalizing on what you've done"; he specifically mentioned Tang.

Some other Campbell-Ewald points: Citrus should be promoted away from the "expensive concept," with the cost relationship better known; aromatic odor of the fruit should be played up; and the industry should scrap the "breakfast-bound" image.

Kensinger Jones, senior vp and creative director, said the job was to "recapture and activate the salivary glands; and get to the taste buds of the American people."

■ A few of the headlines were: "Are you a Last-Drop Louie?" (boy tilting head and eating an orange); "When you're hungry and don't know what you want, maybe this is it" (with fruit closeups); and "Heavyweight champion of the world" (grapefruit on a scale).

The agency suggested tapping the manufacturers of glassware to remove orange juice glasses from the 4 oz. rut; it advised plugging the theme, "It's cheaper than pop" and carrying the cost theme especially to point of sale; and banging away on things like "magic" for children. One Campbell-Ewald film featured a grammar school youth attending classes with an orange that "glowed" and which, naturally, other students wanted.

■ He concluded: "I know we've been tagged a hard goods agency. But we've been gearing up for this opportunity for several years. I think an agency that can create demand for Corvair and Chevy II without hurting the bigger car can advertise grapefruit sections without hurting chilled juice or concentrate. And I think we can make Florida citrus sell like Chevrolets."

Thomas B. Adams, Campbell-Ewald's president, told the group its account would rate among the first five in the agency's total billing; he said the shop has pioneered electronic data processing regarding media selection and is "moving ahead" in the field of ad measurement.

Ted Bates & Co.

Ted Bates & Co., at 8:42 a.m. Wednesday, was the first agency to mount the rostrum. William H. Kearns, vice-chairman of the board and chairman of Bates' executive committee, said it was "the first public presentation our agency ever made, and only the third or fourth time we've formally appeared before a prospective client." Bates, he said, has no new business department.

Mr. Kearns was assisted in a 90-minute presentation by Richard Pinkham, senior vp in charge of broadcast; William L. Musser, vp and currently account supervisor on Minute Maid (which bows out of Bates Dec. 31); Herbert G. Drake, senior vp and account group head; and two Minute Maid account executives, who would be assigned to Florida Citrus: Robert Nicholas and John Wichtner. Mr. Nicholas would be assistant vp and account executive on fresh fruit, and would manage a Lakeland office. Mr. Wichtner would be assistant vp and account executive on processed. The agency said it has 80 members with citrus experience.

CITRUS SUSPENSE—*Ted Bates' Robert Nicholas (left) and John Wichtner, currently account execs on the Minute Maid account (which moves to McCann Dec. 31), listen intently as their team makes its presentation for the Florida Citrus Commission's $3,128,000 account.*

■ Mr. Kearns continued: Bates has been in business 21 years. In 1941, the first full year, the shop had two clients, billed $5,200,000, and had 79 employes by that year's end. Currently, Bates employs more than 1,000, represents 18 clients and expects to spend $144,000,000 of their money in 1961.

Mr. Kearns outlined for the citrus men the Bates tenet of the USP—Unique Selling Proposition—which, "like Gaul," is divided in three parts: (1) the specific proposition to the consumer, (2) one that competition cannot or does not offer, and (3) which is strong enough to move the mass millions.

■ Mr. Kearns explained Bates' Dispersion Theory for media buying ("it's so simple that it's astonishing more agencies don't apply it"): (1) Reach the largest audience as quickly as possible, and (2) add frequency as budget permits. "It's best in tv, a medium which we have demonstrated can be two or three times as efficient as any other," he said.

Bates places 80% of its billings in tv. "We have always been the biggest buyers of spot tv, and by sheer tonnage of our purchases we command spot franchises which are the envy of the business. By skillful buying, we can make $100 do the work of $238."

■ Mr. Pinkham presented Bates' 12-year experience with Minute Maid, telling how a strong consumer franchise was posted for a premium-price juice. From 1954, Minute Maid boosted its share of frozen orange concentrate sales among nationally advertised brands from 37.5% to 51.6% in 1960. Two decisions were basic: Advertise Minute Maid (1) only in markets with biggest potential and (2) only in markets where there was satisfactory distribution.

Bates saw Florida Citrus' problems as follows: Short term strategy—disposal of the entire 1962 grapefruit crop; stemming the decline in fresh orange sales; and re-establishing the 30% family buying level of frozen orange concentrate.

■ As starting points, Bates asked: In ad copy, what should be the direction—nutrition, calories, improved taste, appeal to younger families? In media: Which will do the best job? Are we spreading ourselves too thin over too many markets, or should we concentrate in a smaller group of cities for "greater over-all end results?" Are packaging, pricing and other ramifications being handled correctly?

Mr. Pinkham said that giants of free enterprise, "faced with similar dilemmas," turn to a "simple, obvious, yet under-rated marketing technique: Test marketing."

■ Bates' long-range thinking on Florida Citrus covered: (1) How can we break the 30% orange concentrate family usage level and increase family consumption? (2) how can the decline of fresh oranges and grapefruit consumption be stemmed, then increased? (3) how can the full potential of chilled juices be developed? (4) how can quality of single strength juices be improved? (5) what must be done to develop Canadian and European market potentials? (6) what can be done to step up and develop a more aggressive new product development program for concentrates and single strength juices primarily?

Lennen & Newell

Lennen & Newell, next to last on the firing line, estimated it was 12th in 1961 billings with $87,000,000 and had more than 800 employes in New York, San Francisco, Los Angeles, Seattle and Honolulu.

Lennen & Newell gave a list of 13 non-citrus beverages as "the enemy" for orange juice; grapefruit's adversaries were products like Betty Crocker, Pepperidge Farms, Howard Johnson and Nabisco; while tangerines had to fight Baby Ruth, Mars, lollipops and so on.

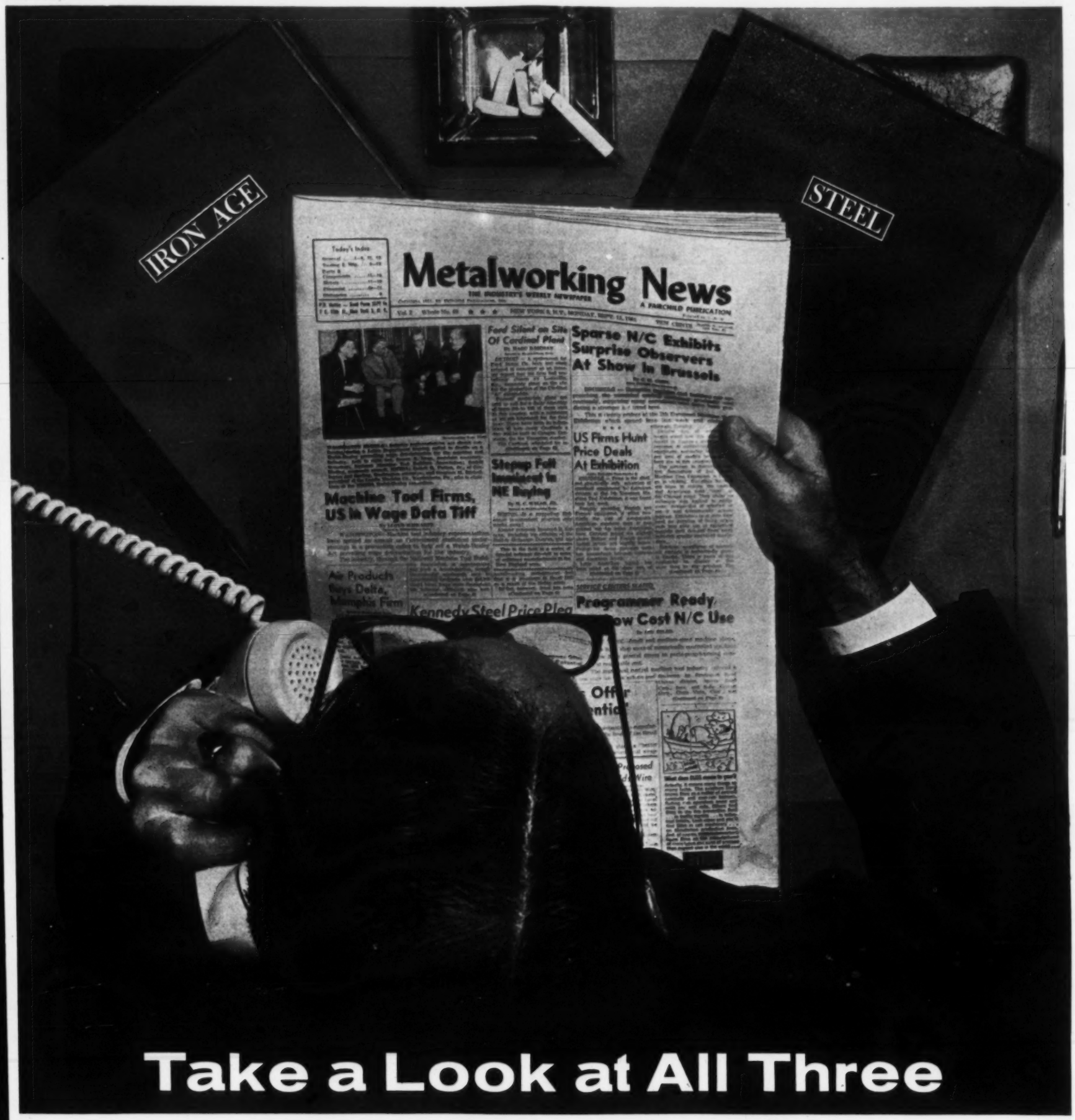
Some headlines of L&N ads: "Ask your doctor and dentist which of these desserts they would prefer you to eat," "Break the soda pop habit; refresh with Florida orange juice instead." The agency mostly relied on youthful group-or-family situations in color photography; some ads had modern cartoon treatments of kids ("Coach says for us to eat grapefruit instead").

■ Herb Zeltner, media director, recommended women's magazines as a "national backdrop" and local spot tv for the bulk of the commission's selling efforts: $611,000 for six four-color pages in *Good Housekeeping, Ladies' Home Journal,* and *McCall's;* $457,000 for eight four-color pages in *Family Circle* and *Woman's Day;* $1,720,000 for nine to 12 spots a week, for 39 weeks, in 23 major markets; plus special canned orange juice support in 15 southern markets, consisting of $185,000 for six to eight spots a week for 34 weeks.

He said L&N's combined effort would reach 75% of all U. S. women with an average of five ads per reader. The agency stressed the regional flexibilities of today's magazine setup, in line with the commission's product-by-product marketing patterns. It also recounted its past merchandising success with other clients, urged tie-ins with other foods, and presented citrus in-store layouts.

■ Adolph Toigo, president and chief executive officer, boomed out to the commission: "We know the direction to go. Thus far you haven't had the ideas out there; they haven't been resolved, dramatized and presented. Coke has a 'refreshment' idea; cigarets have 'less nicotine.' I ask you: Where's *your* idea? How many messages are you getting per dollar? I'm a tougher client than any one of you."

Later, L&N played a commercial whose swingy jingle went: "The quench-quench-quenchiest . . . the zing-zing-zingiest . . . the juice-juice-juiciest drink of all . . . Florida orange juice." #


IRON AGE
STEEL
Metalworking News
THE INDUSTRY'S WEEKLY NEWSPAPER
A FAIRCHILD PUBLICATION
Ford Silent on Site Of Cardinal Plant
Sparse N/C Exhibits Surprise Observers At Show In Brussels
Machine Tool Firms, US in Wage Data Tiff
Stepup Felt Imminent in NE Buying
US Firms Hunt Price Deals At Exhibition
Air Products Buys Delta, Memphis Firm
Kennedy Steel Price Plea
Programmer Ready, Low Cost N/C Use

Take a Look at All Three

There are three major metalworking weeklies to consider for 1962 media decisions: Iron Age, Steel and Metalworking News.

You can't pick between two any more. Make a choice, but look at all three.

Any new publication—especially in metalworking—that racks up a paid circulation of over 26,000 in eleven months deserves your most serious consideration.

METALWORKING NEWS • *A Fairchild Business Newspaper*

THE BIG DIFFERENCE IS NEWS

This Week in Washington . . .

Hearings Give FCC New Insight into TV Sponsor—His Ideas, His Influence

By Stanley E. Cohen
Washington Editor

WASHINGTON, Oct. 12—Some of the advertising executives who were called to testify at the two-week Federal Communications Commission hearing on tv programming in New York earlier this month may have resented the intrusion. But it is already obvious, from comments of FCC people, congressional observers and others who have been following the testimony, that this was an unusually significant session, so far as the long run future of television is concerned.

For the five years or more that FCC, Congress and private groups have been actively "investigating" tv, the sponsor has been blamed for every real or imagined shortcoming. Now, for the first time, 41 of tv's top sponsors have discussed their motives and role.

Some of the sponsor taboos which were documented at the hearing are every bit as petty and disheartening as the industry's most vehement critics contend. But this will hardly become a governing consideration to politicians, who, after all, slavishly adhere to well defined taboos of their own.

■ Of pivotal importance to any decisions that may be made about the future regulation of television was the rounded picture of the tv sponsor which FCC now has for the first time. While the sponsor often plays an important part in influencing the kind of programming that gets onto the air, the sponsor —contrary to stereotyped assumptions—is a far from monolithic personality.

Until now, sponsors have never had an opportunity—or taken the trouble—to deal with the popular assumption that admen are single-mindedly concerned with "numbers." Among the admen who testified in New York were many, including some of the biggest spenders, who *are* concerned primarily with numbers. But there were others—like Bell & Howell, Standard Oil Co. (New Jersey) and Ralston Purina—who are as sincerely interested in good programming as any FCC commissioner—and who are willing and able to take the financial risks involved in supporting it.

■ In the face of corrupted quiz shows and the outburst over sex and violence on the airwaves, there have been rising demands to fence the sponsor away from the place where programming decisions are made.

At the New York hearings, however, FCC was reminded that some of the most wholesome programs are programs closely identified with the sponsor's name. And the big increase in sex and violence came at a time when networks were wresting program ownership and control away from producers, agencies and advertisers.

Some of the observers returning from New York now contend that there isn't much wrong with the U.S. system of television which couldn't be cured by a display of courage and energy on the part of the networks. Citing the sponsors who are already willing to support "good" programs, they now argue, "We no longer are willing to believe that the networks cannot find others."

As an example of what the networks can accomplish when they are sufficiently aroused, they point to the big increase in nighttime public affairs programming. Now it is said that networks, of their own volition, will also be able to remedy the current dearth of "good" drama and children's programming.

■ At present FCC is moving into the final phases of two separate investigations and procedures which in many respects pull in opposite directions so far as responsibility for tv programming is concerned. Early next month the commission will have final arguments on a proposal which seeks to reduce network control over prime evening time by eliminating existing option time agreements. This is supposed to produce an increased number of "programming choices" by reducing the barriers which discourage advertisers from buying prime time on a non-network basis.

On the other hand, in the big programming study, the evidence strongly suggests that lack of variety on the air and the disappointing quality of many programs stem in part from the diffusion of responsibility that exists in the industry. To remedy this, FCC is calling for more leadership from the networks, and asking Congress for statutory authority so that the commission can exercise direct control over network business arrangements.

Under the present time table, the big programming study won't be completed until mid-1962. Before the commission arrives at any finger-pointing decision there will still be one more opportunity—probably in January—for network presidents to point out that decisions for "good" programs do not come painlessly.

■ If the commission proposes to look to the networks for "courageous" programming decisions, how much support can the networks, in turn, expect from the commission? FCC's programming hearings demonstrate that stations have little to say about the content of network programs they carry. On the other hand, affiliates are reluctant to carry low-rated programs, and this is a fact of life for the man who makes the network programming decisions.

If the commission eliminates option time, the bargaining relationship between network and affiliate will be tilted more in the direction of the affiliate. It will be even easier for the affiliate to reject those programs which he prefers not to carry.

In recent months the commission has been demanding higher performance standards of affiliates, but it is quite obvious that the decision to accept or reject "good"—but possibly low rated—programs from the network will be a matter for the conscience of the licensee to resolve in each individual instance. The commission is willing to examine over-all program balance, but it is exceedingly sensitive to charges that its programming questions may get over into the area of censorship.

■ Recently, when the commission was drawing up some new questions to be answered at license renewal time, FCC Chairman Newton Minow failed to muster a majority for a question which asked stations to list the network public affairs programs that were offered . . . and rejected. Through questions of this kind, he contended, FCC could discover the kinds of programs that the station owners "preferred" over public affairs.

In recent months, however, the commission has been far more vigorous in demanding "balanced programming" by broadcasting stations. At renewal time, performance is compared with the promises made in the original applications and preceding renewals. At least 20 stations have been receiving one year renewals, so that the commission will soon have another opportunity to determine whether their performance is improving.

This closer supervision of stations is significant to broadcasters. If a station has a questionable record, there are innumerable ways for FCC to delay its applications for new facilities or for the sale or purchase of properties. That's a real dollars and cents consideration, for a licensee who has trouble getting his applications through the commission may find that his property is considerably less attractive to potential buyers.

GIVEAWAY—*Clark Oil & Refining is using newspaper ads like this in its auto giveaway promotion in Minneapolis-St. Paul and Detroit (AA, Oct. 9). Tatham-Laird is the agency.*

Lenox Will Use 6 Ad Themes for Its China, Giftwares

NEW YORK, Oct. 10—Six different advertising approaches will be used this fall and winter by Lenox Inc. to promote its china and giftware. In all, 19 ads will run in 11 magazines.

In three bridal publications—*Bride's, Bride & Home* and *Modern Bride*—Lenox will give readers a "cram course" in what a bride-to-be should look for in selecting her china.

In *Seventeen*, the company will repeat its "romantic appeal" campaign with the headline, "You get the license. . . I'll get the Lenox." In *Mademoiselle* and *Glamour*, high fashion will be the theme, with the headline, "Lovely Lenox is at home with fashion."

■ In *McCall's*, the company will run a "gracious living" campaign showing both the exterior and interior of beautiful homes. In *Town & Country*, a series will show famous interior decorators in their own dining rooms.

Better Homes & Gardens, House & Garden and *The New Yorker*, will carry a special Lenox giftware campaign. This will include, in the December *House & Garden*, a 16-page gift guide showing all 106 items in the line.

D'Arcy Advertising Co. is handling the campaign. #

Alvord Joins Certified Credit

Thomas A. Alvord has joined Certified Credit Corp., Columbus, O., as advertising manager. Mr. Alvord formerly operated his own advertising company, Consumer Credit Consultants, Washington.

Admen Dislike Trend to Magazine Concept

(Continued from Page 3)

be like advertising in magazines, where an advertiser can pick the publication to meet his specific needs—young housewives, sports fans, the entire family, or whatever. Brown & Williamson Tobacco Corp. provided a far-fetched example to illustrate this point: "If cigaret commercials were put in 'Mickey Mouse,' the American public wouldn't like it."

• The commercial climate is an important consideration for tv advertising. The specific program setting must be conducive to selling, and the actual placement of the commercial itself can be an important factor. Integrated commercials, when feasible, can be most effective. Under a print-style setup, sponsors would no longer be able to weigh and make allowance for these factors.

Not all the witnesses agreed on the importance of "commercial climate."

• Sponsor identification and viewer gratification with the company bringing him choice entertainment and information television are pluses under the present American tv system. These would be lost.

• Advertisers and their agencies have made real contributions to the advance of tv programming. Even with this source of new ideas cut to a trickle by the trend toward network ownership, licensing and control of multiple-sponsored programs, they can still help to supply the insatiable needs of television.

• Implied, though never quite stated explicitly, was the suggestion that such a revolutionary change might rock the financial foundations of U.S. television, since advertisers would have to re-evaluate the medium that is now taking such a big chunk of many budgets.

• The only voices heard offering a good word for the idea were those of a few advertisers—among them the General Foods representative —who noted that magazine plan with a guaranteed circulation (an eventuality they didn't expect) might relieve advertisers of some of the financial hazards of tv. It was also suggested wistfully that the short-term buying tradition of print would be welcome in tv, since in a flexible, fast-changing world nobody liked to be committed to a firm 52 weeks in advance on a $3,000,000 contract, even for a hit tv show.

■ While most advertisers lined up against a tv magazine plan, several of them emphasized that television is moving in that direction, with the increase in multiple sponsored vehicles, so-called network "spot carriers" (where an advertiser can buy a single minute in prime time), package buys, spreading budgets in a run-of-schedule fashion over whatever is left after the fall buying peak is over, and various rotating daytime plans.

If these trends continue, something very much like the original Pat Weaver magazine concept (full network control of the programming; tv ads inserted in shows of the Jack Paar, or "Today" type, but not dropped in helter skelter) already will have insinuated itself firmly into the accepted pattern of tv sponsorship—despite the objections of the men who pay the bills.

TV Already on Path to Magazine Plan, Cone Says

(Continued from Page 3)

lieve they are short-sighted."

He said that if advertisers hold their preferred positions in large-audience programs, "their competitors must seek to equal them—they have no choice—and the level of tv programming will remain precisely what it is—which is a national disgrace."

Mr. Cone also noted that if there were two clear-cut "publics" of tv —the majority and the minority—programming might be done for both groups. "Varying types of programs would be on in identical time periods—on big and little stations, as it were," he said. "Our real difficulty is that we have no little tv stations. We have only giants, fighting each other.

■ "Television is the greatest means of communication ever discovered, and our most important people—often times a majority of the majority—are being largely left out of it, because networks and stations and advertisers alike, or seemingly alike, are out only for numbers, to beat the competition each one faces," he said.

"We are programming for what has long seemed to be the majority," he said. "But this is not the case. The majority is only the majority of viewers; it is not necessarily the majority of people. It is probably, in fact, a minority of the public."

Mr. Cone said he had no doubt that most advertisers would agree to a rotation system—single nighttime and daytime rates—which would allow networks to include some programming for groups not now well served by tv.

If most advertisers now view tv "simply as another, even though greater, medium of communication, that they are willing to leave to the communicators to operate," he said, "we can have fair sailing, together with all manner of just and pleasant rewards; not the least of which may be hands off by the FCC." #

Spitzer Names Crain

Albert Spitzer & Associates, Los Angeles, representative of international publications, has appointed John E. Crain, San Francisco, publisher representative, to manage its Northern California and Pacific Northwest territory.

Marsteller to Alter Name

Marsteller, Rickard, Gebhardt & Reed, Chicago, will change its name to Marsteller Inc., effective Nov. 1, retaining the name of William A. Marsteller, founder and chairman of the board.

Safeway Offers Circus Tickets

Safeway Stores, supermarket chain, has purchased for its customers in the Dallas area the complete first night performance of the Ringling Bros. and Barnum & Bailey Circus, which opens in Dallas Memorial Auditorium Oct. 25. A total of 70 Safeway stores in 25 towns within a 75-mile radius of Dallas are offering the tickets to customers at $1 each with a $5 purchase. Tickets are normally priced from $2 to $3.50. A newspaper, radio and television budget of about $5,000 was set up for the circus program.

Colburn Joins Strandberg

Robert Colburn has joined Strandberg & Associates, Minneapolis, as radio-tv director and account executive. Mr. Colburn was formerly with W. D. Lyon Co., Cedar Rapids, Ia.

The Advertising Market Place

Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Replies are forwarded daily. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $19.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1961 — 50,291

HELP WANTED

WANTED

Account Executive with copy writing ability who has a $25,000 plus billing. Stock offering available in future. Submit Resume to

Box 5314, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

A non-profit foundation researching the aging process is in need of retired or semi-retired executives with extensive managerial experience in public relations, advertising and/or fund raising. Our immediate need is a five million dollar hospital research center located in the Chicago area. For information write the OMNI Research Foundation 2033 Ogden Avenue, Downers Grove, Illinois.

TOP-FLIGHT REPRESENTATIVE WANTED

Successful publisher in the special interest consumer field is looking for a first-class advertising salesman to work out of New York office. Major opportunity for a real producer who is prepared to travel. For an interview write:

Box 5315, ADVERTISING AGE
630 Third Ave., New York 17, New York

MANAGING EDITOR

for local, semi-monthly, general interest consumer magazine. Publication experience mandatory, but not necessarily in magazines. Salary negotiable. Send resume including references.

Box 5316, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARE YOU ON FILE with executive recruiting firms? Let these talent seekers know the job and salary for which you are available so they can call you when opportunities arise. Accurate, nationwide list of over 135 executive search firms only $3.00 ppd. **Execaid, 60 East 42 st. Dept. AA, New York 17, N.Y.**

COPYWRITER

For our growing, medium size, southwestern New York State agency. Several years of agency copycontact experience handling industrial accounts absolutely necessary. You must be a self starter—a man that can develop and write ads, catalogs, direct mail, publicity in a clear, positive, salesminded style. If you are interested in working in a stimulating atmosphere with young and enthusiastic creative talent, send us a resume, realistic salary requirements, a small snap shot and a few examples of your work.

Box 5317, ADVERTISING AGE
630 Third Ave., New York 17, New York

CIRCULATION MANAGER

Growing multiple business magazine publisher needs experienced circulation man who can write convincing mail promotion and capable of supervising fulfillment operations for both ABC and BPA publications. Midwest location. Attractive salary, profit sharing, pension, group insurance and other fringe benefits. Give age, experience and salary required in first letter.

Box 5318, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING COPY SUPERVISOR—Challenging opportunity in Pittsburgh as Copy Supervisor in ad dept. of nationally-known manufacturer of electrical wires and cables. Creative writing ability with knowledge of production essential. Should have minimum of three years' industrial advertising experience. Excellent salary and growth potential. Give complete resume, including salary requirements and availability.

Box 5319, ADVERTISING AGE
630 Third Ave., New York 17, New York

A SERVICE

for the articulate ..... and their cohorts .....

Moiene Personnel 105 W. Adams
ANdover 3-4424 Chicago 3

AGRICULTURAL COPYWRITER

on the way up. AAAA Agency. One of nation's largest farm accounts. Here's where talent will pay off. Salary open—plenty of room for growth. Midwest location (not Chicago). No commuting. Write in confidence.

Box 5323, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WE LIKE GIRLS!

ARTIST—Top notch only. Versatile.
COPYWRITER—Sales promotion, training mat'ls. Publicity. Release. Versatile.
Franklin 2-4333

"NER" describes hundreds of $7,000-$35,000 Executive job openings monthly. Write for free copy. National Employment Reports, 105 W. Adams, 830-G, Chicago 3

HELP WANTED

$35,000 PLUS
PROMOTIVE ASSOCIATE

Wanted by developer of outstanding new consumer products. Needn't relocate. Phone **Emerson 1-2858—Miami, Florida.**

Box 5291, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED

A Chgo. man with agency or com'l. advertising experience. Age not important. Exp. and knowledge of personnel, interested in placement counseling work with an established employment agency. (2 Desk Dept.)

Box 5320, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TRADE PAPER EDITOR WANTED

Midwest trade paper has attractive opportunity for energetic Editor with imagination and a solid durable goods background. Excellent chance to grow with major publisher. For interview write

Box 5321, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING SALESMAN

Chicago business magazine publisher is looking for intelligent, aggressive, creative and energetic space salesman to work out of our Chicago office. Salary plus commission. Send in full particulars.

Box 5322, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING ASSISTANT

National manufacturer of laminated structural members seeks young aggressive college trained man. Located upper Wisconsin. Assist in planning & executing overall advertising & promotion program, coordinate programs with agency. Some copy and layout. Send resume and salary requirements to:

Vice President, Sales
UNIT STRUCTURES, INC.
Peshtigo, Wisconsin

ACCOUNT EXECUTIVES

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

COPYWRITERS & ARTISTS

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

NUMERICAL CONTROL OF MACHINES

Numerical control needs promoting. Engineer-lecturer-writer-business man, 23 years exp. in metalworking seeks adv. mgr. or mgrg. editor in this field. P.O. Box 3568, Detroit 3, Michigan.

POSITIONS WANTED

CREATIVE ART DIRECTOR-ARTIST

MODERN FRESH APPROACH, 11 YRS. EXP. IN DESIGN, LAYOUT, ILLUSTRATION, $10M-12M.

Box 5324, ADVERTISING AGE
630 Third Ave., New York 17, New York

DISPLAY OR PRODUCTION MANAGER

for advertiser or agency. 14 yrs. dynamic point-of-purchase, exhibit, collateral material, sls prom. graphics experience-plus administrative background. Close liaison with merch. adv. prom and sales depts. Planning budget control and distribution of all programs. References: Will relocate.

Box 5325, ADVERTISING AGE
630 Third Ave., New York 17, New York

CHICAGO MANUFACTURER

4 yrs. with lge. mfr. as am-spm-prm of several industrial-retail divisions. 6 yrs. in retail, agency in copy & mktg. work. Able assistant or carry full load. 5 yrs. college. Reorganization victim.

Box 5326, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CONTROLLER—working administrator, heavy finance, controls, accounting, 4A experience. BBA-MBA-CPA.

Box 5272, ADVERTISING AGE
630 Third Ave., New York 17, New York

A PROFITABLE OPPORTUNITY FOR NEW YORK AREA AGENCY

Executive who is taking early retirement from large Drug and Drug Sundry Manufacturer desires to be Consultant Producer. Experience at manufacturing, chain and retail levels. Have created countless sales campaigns and sales promotions.

Box 5294, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

COPYWRITER—PHOTOGRAPHER

Free lance, N.Y.C. High caliber. Heavy exp. with major mfgrs. All types photo work. Own equip. B & W and color.

Box 5327, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART DIRECTOR
ACCOUNT EXECUTIVE

16 yrs. exp. working art director in all phases of advertising and collateral with $175,000 (plus) billings. Wants to become part of growing firm that offers opportunity, security and prestige.

Box 5328, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION MANAGER
CREATIVE
IMAGINATIVE
KEEN AWARENESS OF MARKETING

SP mgr. for leading consmr pkg gds mfrs and 4A agcys—7 yrs: display, packaging, pop, brochures, layout, copy, production et al. Salary secondary to potential. 31, married, degree. Top ref.

Box 5329, ADVERTISING AGE
630 Third Ave., New York 17, New York

ALL AROUND AD PRO

Agency, Ad. Mgr., Publ. gd. administrator, copy, media, prod., heavy direct mail.

Box 5303, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY R/TV DIRECTOR

15 years administrative experience and significant creative contributions

Box 5330, ADVERTISING AGE
630 Third Ave., New York 17, New York

SALES DYNAMO—TIME OR SPACE

7 yrs. thoro. exp., trade & cons. Travel. Strong record. 35.

Box 5305, ADVERTISING AGE
630 Third Ave., New York 17, New York

CONSUMER
PROMOTION SPECIALIST

Creative Merchandising Woman desires to join staff of Consumer Products Mfg. or Packaged Goods Advertising Agency. Experience in Product Merchandising, Marketing Research, Selling, Publication Advertising. Ability to conceive ideas & complete job. Successful in developing Consumer Product & Premium Promotions thru to Package Design, Blue Chip Contacts; also Finest Character & Business references.

Box 5275, ADVERTISING AGE
630 Third Ave., New York 17, New York

HAVE A PUBLISHING CHALLENGE?

Versatile, cost-conscious administrator, award-winning editor, exp. in elre. prom., adv. prom., sales; all aspects of trade paper operation.

Box 5331, ADVERTISING AGE
630 Third Ave., New York 17, New York

ARTIST-POINT OF SALES DISPLAY

permanent-motion-cardboard 10 years solid experience 10M.

Box 5332, ADVERTISING AGE
630 Third Ave., New York 17, New York

PHD PSYCHOLOGIST
RETAIL ORIENTED

Five years experience in research, planning, contact on down to earth campaigns that have maximum impact on retail sales. Work with clients and agencies in wide range of industries including appliance, auto, chemicals and others. Mid-thirties.

Box 5299, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ASST AE/AD MGR

I've got 2 years in marketing and research with top 4A agency, client contact in these areas servicing diversified acc'ts. I'm 25, vet, married, N.Y.U. background. N.Y. City location. Resume and excellent references furnished upon request.

Box 5333, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE SALES

Man experienced in leading magazine and newspaper publications with top Agency & Client contacts seeks association with either leading magazine or magazine with future. Knowledge of diversified classifications. Supervisory position. Age 30.

Box 5334, ADVERTISING AGE
630 Third Ave., New York 17, New York

PRIZE-WINNING EDITOR available part-time, Chicago area. Fast, sparkling writer—strong on ideas. Versatile speech writer.

Box 5335, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

P.R. MAN/MANAGING EDITOR

Versatile: writer, idea man, now in aviation. Knows magazine operation. Young.

Box 5336, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HOLLYWOOD SERVICE REP. for Agency or TV Prod. Brainy gal with 15 yrs. exp. Spec. in Copy, Pub.-PR, TV prod. & Acct. Service. WHO'S WHO prestige.

Box 27 Q 274 ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

WANT PARTTIME AGENCY RESEARCH Work-MBA, MA. Diversified industry experience-know writer. Surveys, advtg. promotion evaluation. Soc. psych. oriented.

Box 5343, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

OPPORTUNITY for small or medium sized agency to diversify. Either New York or out-of-town agency contemplating opening N.Y. office. Excellent growth potential related field, plus source new agency business. Principals only.

Box 5339, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXCEPTIONAL OPPORTUNITY. Localized monthly business paper. Real estate, construction and allied mkt. Milwaukee-Chicago area. Easily good for $25,000 to $50,000 net by going bi-monthly and offset printing. Due to owner's time-pressure in other business, price under $20M. Write:

Box 5340, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

BUSINESS OPPORTUNITIES

A $20,000,000,000 MARKET

We specialize in a very LARGE and a very IMPORTANT market—a market spending ANNUALLY in excess of $20,000,000,000—this is an eager, buying, brand conscious, exciting, UNLIMITED market—the NEGRO market! ! Allow us NOW to be of service to you—to EFFECTIVELY increase your sales, to establish and maintain your image, identity and raport, to increase your distribution and solve any of your marketing problems.

Contact immediately
METROPOLITAN MARKETING ASSOCIATES
MARSHALL FIELD ANNEX BLDG.
25 E. WASHINGTON
CHICAGO 2, ILLINOIS

For Buying and Selling
PUBLISHING PROPERTIES
contact
W. B. GRIMES & CO.
—Media Brokers—
2000 Florida Avenue, N.W.
Washington 9, D.C.
DEcatur 2-2311

REPRESENTATIVES WANTED

Representatives wanted in New York City—to cover East for consumer publications.

Box 5311, ADVERTISING AGE
630 Third Ave., New York 17, New York

Representatives wanted—located in New England—to cover New England territory for consumer publications.

Box 5312, ADVERTISING AGE
630 Third Ave., New York 17, New York

Old well-est. bldg. trade pub. seeks rep. org. covering the East.

Box 5337, ADVERTISING AGE
630 Third Ave., New York 17, New York

NEW ELECTRONIC PUBLICATION seeks space representative in Philadelphia area. If you know this field and can handle a potentially hot magazine write

Box 5338, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

THE POTENTIAL NEGRO MARKET by Joseph Johnson. A series of accurate surveys, and comprehensive reports on one of America's greatest untapped resources. $4.50 to Cole's Books Unlimited. East Bridgewater, Mass.

MISCELLANEOUS

PROmotion in Europe

Experienced P.R. man returning London head own P.R. firm after year's assignment handling international publicity for leading U.S. industrial organization wishes contact company/agency seeking European outlet. Fifteen years newspaper/P.R. experience, excellent press, financial and political contacts U.K., Continent.

Box 5342, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXECUTIVE—FLORIDA HOME

Attractive one year old, 3 Bedroom, 2 Bath, Masonry Home in Bayshore Gardens, Bradenton. Cost $16,200 Best offer. Photo and Details

Box 5341, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CHEMICAL TECHNICAL WRITER

MAJOR MANUFACTURER OF CHEMICALS LOCATED IN CONNECTICUT SEEKS TECHNICAL WRITER WITH 3 TO 5 YEARS EXPERIENCE IN RUBBER CHEMICALS, SYNTHETIC RUBBER, PLASTICS, LATEX AND AGRICULTURAL CHEMICALS. EXPERIENCE IN ADVERTISING AND PROMOTIONAL TECHNIQUES HELPFUL. PLEASE SEND RESUME INCLUDING SALARY REQUIREMENTS TO

Box 970, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

Procter & Gamble
ADVERTISING
MARKETING MANAGEMENT

This is an invitation to career minded men with the ability to assume broad business responsibilities quickly. If you are selected for Procter & Gamble's Advertising Department, you would join a small marketing group where you would receive excellent, on the job training, and share in the responsibility for marketing an important, nationally advertised consumer product. You would work closely with other Company Departments on developing sales promotions and on coordinating the consumer and market research, product development, and financial planning for your brand. You would also work closely with the Advertising Agency in planning both long range and short term marketing strategy, and advertising execution.

Specialized training or experience in advertising and marketing is not required for application. Good general business potential, a high degree of native intelligence, and the ability to work smoothly with many types of people will be considered foremost.

The four Consumer Goods Divisions of Procter & Gamble are expanding rapidly. This expansion, together with our policy of always filling management openings by promotion from within, is creating an outstanding career opportunity.

MAIL THIS COUPON TODAY FOR COMPLETE INFORMATION

Mr. H. H. Wilson, Dept. AA1016
Procter & Gamble
P.O. Box 599
Cincinnati, Ohio

Dear Mr. Wilson: Please send me information on career opportunities in your Advertising Department and enclose an application form.

I received a ..... from ..... in .....
(degree) (school) (year)

Name .....

Address .....

City ..... Zone.... State.....

WANTED:
A COPY PRO

We need a seasoned, solid writer with 5-10 years agency experience on consumer products such as food, insurance, housewares, jewelry, appliances, etc. You'll be big copy man in medium-size branch of this fast-stepping agency—away from the rat race—with the time and inspiration to do the best work of your career. Salary up to $11,000 to start, with "fringes." Write, wire or phone to arrange interview—in confidence, of course.

L. B. Reigler, Mgr.
THE RUMRILL CO., INC.
1512 GENESEE ST. UTICA, N. Y. TELEPHONE: SWIFT 7-2850

More Market Place ads on Page 142

SKIN DIVING PICTURES

Authentic underwater pictures with diving gear used correctly. Unusual color or black & white photos as only experts can provide.

SKIN DIVER PUBLICATIONS, INC.
P. O. Box 111 Lynwood, Calif.
Publishers of SKIN DIVER MAGAZINE and DIVING NEWS

SUBSTANTIAL PUBLISHING HOUSE HAS OPENING FOR ASSISTANT TO SALES MANAGER. AS STAFF SUPERVISOR WOULD BE RESPONSIBLE FOR CONTRACT FULFILLMENT AND OTHER ADMINISTRATIVE DUTIES IN PUBLISHER'S ADVERTISING DEPARTMENT. GENERAL KNOWLEDGE OF MAGAZINE PRINTING DESIRABLE. MUST BE WILLING TO RELOCATE IN SOUTHWEST. FULL DETAILS IN FIRST LETTER PLEASE.

Box 960, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

POTENTIAL ADVERTISING MANAGER

We are looking for a man who has strong experience in industrial advertising . . . direct mail, brochures and space ads and is capable of managing a complete program. You will be working for MOTOROLA, leader in 2-way radio. Send resume and salary requirements to:

Professional Personnel Dept.
MOTOROLA, INC.
4545 Augusta Blvd.
Chicago 51, Ill.

PRINT MEDIA BUYER

Excellent opportunity for man with 5 years background in national newspaper and industrial magazines. Must be willing to relocate to fast-growing Houston regional office of one of the largest 4-A agencies. Relocation expenses paid. Salary open. Send letter and resume to

Box 966, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

AUTOMOTIVE WRITER

4A Agency needs writer with solid automobile experience to create and follow through on promotion and direct mail material for large account. Should be good at visualizing, and have real merchandising background. Must be an excellent writer, with imagination. Midwest location. Salary in early five figures. Send letter and resume, but no samples, to

Box 972, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

Are you making enough money with your $1,000,000 Advertising Agency?

Make more. We took our million in billing and quietly, quickly moved it up to three. If your overhead, your personnel *and* time preclude immediate growth . . . if you'd like to join forces with a proven success, still proving, if you want "in" with an aggressive, N.Y.C., 30 man (including PR staffed) team . . . tremendously creative with experience in 54 industries . . . and if you're willing to be acquired . . . let's talk.

Box 968, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

WRITER

Yes, we know all that, but . . . **can you write?**

Do you understand people and know how to reach them with words? (We think that's damned important.) Because here you'll work with people who do. The kind of people who know that commercial ideas are the important things in this business, and that those who have them are the important people.

You'll have the opportunity to contribute ideas on all of our accounts. We work that way. Look us up in the "red book" to see what accounts we're talking about.

You'll read the evening paper at 5:30, **at home.** You'll watch your kids grow up in one of the finest school systems in the country. You'll work on the outskirts of the city in our own modern building. (We have our own parking lot, too.) You'll be two stop lights away from the N. Y. Thruway . . . seven hours from Manhattan, an hour or so from Canadian playgrounds.

You'll be amid all the culture you can handle. You'll enjoy four seasons of sport and beauty. (There must be something you can do in the Adirondacks when you get tired of cavorting around the Finger Lakes and taking pictures of Niagara.)

Our five offices are billing over $13 million and prospects are splendid. We pay well, have incentive programs, offer stock participation, and come equipped with all the other fringe-benefit jazz.

If you're the writer we want, we'll treat you like a king.

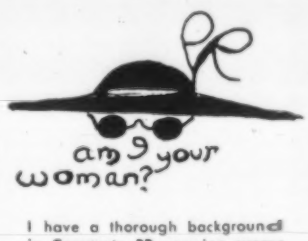
Write to us . . . And, oh yes, you'll like our new coffee machine, too!

GENE NOVAK
Vice President & Creative Director
The Rumrill Company, Inc.
1895 Mt. Hope Avenue
Rochester 20, New York

PHOTO ENGRAVING and OFFSET POSITIVES SALESMAN

Complete progressive company, Chicago area, will make an attractive proposition to a man who can bring in a substantial volume of business. Write fully in confidence to:

Box 971, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.



I have a thorough background in Corporate PR covering every phase of consumer, dealer, community, stockholder and employee relations . . . in heavy industry, finance and consumer products.

I have good contacts in all media. I can work under pressure good humouredly, tirelessly. I am well-traveled, well-spoken, well-groomed, able to meet people on any business or social level. I can organize and supervise national promotional campaigns, meetings, press parties.

I am now ready for a new, stimulating PR position—preferably in the field of metals, air travel, fountain pens, household equipment or consumer magazine publishing. Manhattan only. Write for friendly interview; salary open.

Box 8C—123 East 37th St., New York 16, N.Y.

SOPHISTICATED WRITER WANTED

If you write with style and sensitivity . . . if you wish you had been in on the fun in the developing days of Doyle Dane Bernbach or Papert, Koenig & Lois . . . if you have an aversion to flat, irrelevant copy—we'd like to hear from you. We're small, fast-growing and on our way to earning the reputation of a particularly creative, tasteful agency. The writer we hire will prefer to write more than to manage or do contact work . . . a thoroughgoing pro. His talent may sometimes have to lie dormant while pushing out a pedestrian assignment or shaping a media schedule. But the future will be exciting . . . the rewards great . . . the satisfaction of doing an artistic, professional job unlimited. You will be asked to work to the limits of your talent . . . not compromised somewhere short. There is some risk. We're only 20 months old. The future is in our own hands . . . and could be in yours. Don't send a resume. Tell us about yourself in a letter. Box 973, Advertising Age, 630 3rd Avenue, New York 17, N. Y.

Our 50th Year

MKT. RESEARCH, MBA preferred Consumer only to $9,000.
ASST. ADV. MGR.— hvy. machinery to 8,500.
ADV. MGR.—Woman—notions good mech. production 7,500.
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

CHICAGO ADVERTISING OPPORTUNITY BE YOUR OWN MAGAZINE PUBLISHER

An intelligent admen can own a handsome, profitable magazine in Chicago; part of successful U. S. expansion program. Slight investment, fully protected; returnable in few months. Send brief details, confidentially.

Box 963, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO
Confidential Work
Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.
Persuasive Communication any kind—any medium

MARKET RESEARCHER

Competent researcher (28 to 35) needed for expanding consumer research dept. of a corporation with sales exceeding 500 million annually.

If you have a marketing degree and two or more years consumer research experience with a consumer oriented co., ad agency or research firm, we can offer you advancement potential, benefits including profit sharing and an already successful marketing research dept. in which to work.

Box 961, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

PROFITABLE SALES PROMOTION ACCOUNT AVAILABLE

More than one account, in fact. Your agency can make real profits through new techniques of selling and servicing sales promotion to your present clients. If you're letting this valuable business go elsewhere, or if you think sales promotion has to be a profitless agency service, let's talk facts and figures for twenty minutes. My presentation offers a method for you to make more profits on added volume and render additional client service through sales promotion. Write:

Box 959, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

N.Y. CREATIVE PRO SEEKS CHANGE OF SCENE

Over 8 years with top N.Y. creative shops writing sales-boosting copy — all media, heavy print. Plus extensive contact and promotion experience. College grad, age, 36. Hunting key post with ambitious agency, in area offering fine family environment.

Box 964, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

DON HARRIS NEEDS . . .

SPECIAL NOTE: With Lou Paeth now fully sharing Don's workload, agencies and companies Monarch works with keep increasing. Recent examples: two of New York's biggest agencies; two of the Midwest's most successful under-$5,000,000 shops; a major Coast agency. Monarch advertises only jobs for which Don has no precisely qualified applicant. See below . . .

ONE of BIGGEST U. S. BANKS needs man to plan, write and direct writing, art and production of all promotional and informational literature, deal with high executives. Bank experience not a requirement. Keen public relations-promotional sense. Profit-sharing, pension, insurance, other benefits . . . plus . . . $15-$16M+

DON HARRIS, DIRECTOR
LOU PAETH, Associate Director
MONARCH PERSONNEL
Advertising and Marketing Division
28 E. Jackson Blvd., Chicago • WA 2-9400

BETTER POSITIONS— LOWER FEES

A.E. petroleum b/g	15-20M
BRAND MGR. pkgd. foods age to 40, college	10-16M
COPYWRITER farm b/g	9-12M
COPYWRITER chem. degree	9-12M
ADV. MGR. agriculture	10-12M
COPY/CONTACT W. Coast	12-14M
LAYOUT ARTIST agency expr.	10-14M
TECH. PUB. SUPV.	10-13M
TECH. WRITERS (6) engrg.	7-10M

Send Us 2 Complete Resumes, Including Past Earnings

WALKER
83 So. 7th St. Minneapolis, Minn.

POSITION WANTED

AD MANAGER CREATIVE DIR ACCOUNT EXEC

Fourteen years experience in creating advertising compaigns that get *results*. Clients have history of sales, ad budget increases. Currently Creative Dir.—Account Exec. for progressive agency. Write, plan, direct others. Directly responsible for major accounts; develop creative strategy for all clients.

Thoroughly versed in media. Get results from campaigns utilizing print, radio, tv, direct mail, outdoor, plus collateral material for p-o-p, dealers, merchandising, etc. Experienced in drugs, meat, cosmetics, manufacturers, package goods. 12 years of creative leadership. Capable, experienced administrator. Degree. Resume on request.

Box 962, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ASSOCIATE CREATIVE DIRECTOR

He must be a whole, completely equipped advertising man. Imaginative, dynamic, highly creative—knowing in print and especially broadcast media.

He must have "presence"—be able to clearly and convincingly present his ideas to agency management and clients. His intimate knowledge and experience will enable him to supervise both print and broadcast production, whether radio, film, tape or live TV.

If you can meet these qualifications, you will be well paid and you will share in the profits as well as the excitement in a young and expanding organization.

Write, in confidence, to:

Sherman E. Rogers
Vice-president, Creative Director

HILL, ROGERS, MASON & SCOTT, INC.
6 North Michigan Avenue Chicago 2, Illinois

Benefield to Campbell-Ewald

Campbell-Ewald Co., San Francisco, has appointed James R. Benefield to head the publicity program for its new travel and transportation group, headed by Douglas F. Jenkins. Mr. Benefield was formerly publicity director of the Pacific Area Travel Assn.

Grubb Shifts Indianapolis Office

Grubb Advertising has moved its Indianapolis office, not its Champaign office (AA, Oct. 9), to 3231 N. Meridian.

STRICTLY FRESH FREE-LANCE COPY

Chicago copywriter with 16 years agency experience now free-lancing full time. Available for any type of assignment from envelope stuffers to complete ad campaigns. Plans, organizes, delivers finished, professional copy and respectable roughs. Meets or beats all deadlines. Realistic per-job fees. Call LIncoln 9-1751. Or write: Destelle, 622 Waveland, Chicago 13.

SALES PROMOTION

I enjoy creating and implementing salesman and customer incentive plans. Strong, versatile writer. Broad background in graphic arts. With 1 company 13 years. Salary range $9-$10,000. Resume on request.

Box 967, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

MOVING? SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation. Edward Swann, Burnham Van Service, Inc., 1634 Second Avenue, Columbus, Georgia.

PUTTING OUR MAGAZINE EXPERTS ON YOUR STAFF— BUT NOT ON YOUR PAYROLL— GIVES YOU TOP MEN FOR A TOKEN FEE!

Association of Publishers Representatives
310 East 49th St.
New York 17, N.Y.
90 members

APR

there's a good, sneaky reason why you've never heard of Aruba

TRANS CARIBBEAN AIRWAYS

THE SECRET'S OUT—*Trans Caribbean Airways is plugging the little-known island of Aruba in Bride's Magazine and six newspapers with this type of b&w insertion. Warwick & Legler is the agency.*

U.S. Grocery Tab Hit $50 Billion in '60, Up 4%, Nielsen Says

CHICAGO, Oct. 10—The U. S. grocery store bill was nearly $50 billions in 1960, a gain of 4.3% over 1959, and the first half of 1961 saw it running nearly 4% higher still, A. C. Nielsen Co. reports.

The figures are detailed in the "27th Annual Nielsen Review of Retail Grocery Store Trends," released this week.

Stores are getting bigger and fewer, the report said, with chains and supermarkets (over $300,000 annual sales) accounting for 66% of total grocery store business, compared to 61% in 1957. Since 1939, the research company reported, the number of stores required to transact 70% of the total grocery store volume has shrunk from 112,000 to 39,500 stores.

All sections of the country except the Southeast registered gains for 1960, with metropolitan New York showing the largest grocery store sales growth of 9.4% over the preceding year. Close behind were the Middle Atlantic states, with 9%, and the Southwest, with 8.8%. #

Bag Company to Byrde, Richard

Vacuum Cleaner Bags Inc., New York, has named Byrde, Richard & Pound, New York, to handle its advertising. There was no former agency. The company will use radio and tv in 10 to 12 big cities in the East, as far West as Detroit and Chicago, and on the West Coast.

Gas Company Gets Good Licking in Stamp Promotion

SEATTLE, Oct. 11—Washington Natural Gas Co. put itself in the stamp business as a matter of promotion for the 1962 Seattle World's Fair. Now the company is wondering how to get out of the stamp business. The response, J. Wilson Gaw, vp in charge of public relations, told ADVERTISING AGE, has been "terrific," far above expectations.

To give a boost to the World's Fair, which will run from April 21 to Oct. 21, 1962, Washington Natural Gas printed 100,000 sheets each with 12 full-color stamps taken from tourist attractions in the area served by the gas company and including also four illustrations from the forthcoming fair. Each stamp carries the dates of the fair and a legend such as "See scenic Washington and Seattle's World Fair gas exhibit."

■ Each sheet of 12 stamps is headed: "Compliments of Washington Natural Gas Co. Use these on your mail to invite out-of-state friends to visit Washington and Seattle's space age World's Fair, April 21 to Oct. 21, 1962. Extra stamps available at any Washington Natural Gas Co. office."

It's that last line that is making trouble. The company originally mailed out 75,000 sheets to residential, commercial and industrial customers in Seattle, Tacoma and 36 other communities in the 125-mile stretch from Everett to Chehalis.

The secretary of state asked for 1,000 sheets. A Seattle community promotion for a charity used the sheets as favors. The World's Fair headquarters asked for 2,000 sheets and already has run out. Other requests have come from banks, chambers of commerce, and service clubs. Stamp collectors have clamored for sheets, and one woman sent 59 stamped and addressed envelopes and asked that these be mailed back with a world's fair stamp on each. At offices of the company, people have come in for extra stamps—as well as to pay a bill.

Now the gas company is down to its last 1,000 sheets and is wrestling with the question whether to order up a new batch or to conclude that it is time to drop out of the stamp business. #

'Country Club Woman' Opens at 341 Madison Ave., N. Y.

In announcing the opening of a New York office for *Country Club Woman* (AA, Oct. 9), the address was erroneously given as 41 Madison Ave. Actually, the number is 341 Madison Ave.

Walter R. Holmes, formerly with *Newsweek*, *Time* and *Parents'*, is eastern advertising manager of the magazine, which is to be launched next March.

Olin Boosts Chip Sales

The packaging division of Olin, New York, has begun a campaign to increase potato chip sales. Ads in *Good Housekeeping*, plus tie-in material, will suggest new uses for potato chips. Trade advertising in *Progressive Grocer* and a booklet addressed to manufacturers will round out the campaign. Doyle Dane Bernbach is the agency.

Walder Joins Lady Manhattan

I. Irving Walder, formerly with the Laros division of Warner Bros., has been named to the new post of sales promotion manager of Lady Manhattan, a division of the Manhattan Shirt Co., New York.

'Vega' Debuts in January

The first issue of *Vega*, a new monthly magazine, which will be the official magazine of the Vegetable Growers Assn. of America, will be issued in January, 1962. Initial circulation will be 35,000, and the cost of a one-time b&w page ad will be $520. Peter C. Crolius is editor and publisher, and William Henry Long is advertising director. *Vega's* headquarters are located at 528 Mills Bldg., Washington 6, D. C.

Lampert Agency Moves

Lampert Agency, New York, has moved to 30 E. 42nd St.

COLOR TV OWNERS RATED A TOP-CLASS MARKET

A study by Market Facts, Inc. shows the median income of Color TV families is $13,123 as against a $5,417 national average. That's another dollars-and-cents reason why more and more sponsors are moving up to Color TV. What about you? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900

ROYDS OF LONDON ARE SEEKING TOP FLIGHT ART DIRECTOR

G. S. Royds Ltd. is one of Britain's leading Advertising Agencies. We employ 300 people in our own building in London and service a range of 30 national accounts, mostly fast moving consumer goods. Our board was recently revised to have the lowest average age of any major British agency and our first policy aim is to have the finest creative services in Britain.

A really outstanding Art Director is of extreme importance to us. We would welcome the extra imagination and new viewpoint which will come from the appointment of a top flight man from America.

His responsibilities will be to raise the art and visual standards of the agency advertisers and to do this by leading and inspiring the four Creative Groups into which the Agency is organized. Age should be between 30 and 40. He should have considerable advertising experience and a range of campaigns which show flair, imagination and a good sense of selling the product (without spoiling the ad).

Our Agency Creative Director, John Beard, will be in New York this week. Write or call him C/O **Jere Patterson and Associates, 1 Rockefeller Plaza, New York 20, New York. Telephone: Judson 6-8888.**

ALBUQUERQUE

as BIG as its name

HOW CAN YOU OVERLOOK IT?

You can't tell how big Albuquerque is by looking at shipping schedules. Retail Sales give you the picture. Albuquerque is the 60th largest city in the country.* Don't overlook the Quarter Million Consumers in ALBUQUERQUE, NEW MEXICO . . . A BIG CITY . . . A BIG POCKETBOOK.
(*Source U.S. Census Bureau)

Buying at the Distribution Point Doesn't Always Reach the Consumer!

You're missing 50% of your market if you spend your advertising budget in West Texas distribution points — 50% of the products shipped into these areas are reshipped to dealers in New Mexico. Spend your advertising dollars on consumers, not warehouses!

Write.. Call... NOW!

KABQ
KDEF
KGGM
KHFM
KMGM
KQEO
KARA
KLOS
KOB
KOAT-TV
KOB-TV
KGGM-TV
Perry Simmons Bus Benches
Llewellyn Outdoor Advertising
Ted Boyd Outdoor Advertising

ALBUQUERQUE NEW MEXICO

Now... BUY A KING SIZE MARKET!
ONE LOW RATE BUYS BOTH
TWO SEPARATE NEWSPAPERS
Building Permits Set New Record
El Paso Building Permits First Nine Months of 1961 Totalled
$53,023,396.00
Increase of $16 Million over same period in 1960 and more than $3/M ahead of 1958 —the record year for building in El Paso.
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
COMBINED CIRCULATION 107,206
EL PASO . . . CAPITAL CITY OF
THE FABULOUS SOUTHWEST

MONY Promotes Four

Clifford B. Reeves, vp for public relations at Mutual of New York, has been promoted to senior vp of the company. At the same time, MONY named Russell V. Vernet, director of advertising, to the post of director of public relations. He will be succeeded by Henry L. Hayden, now assistant director of advertising. George Wilgus, 2nd vp for personnel, becomes 2nd vp for public relations.

Williams to Georgia Bonded

Arthur J. Williams, editor of *Luggage & Leather Goods* and *Handbags & Accessories*, has joined Georgia Bonded Fibers, Newark, as director of advertising and industrial relations.

Geer Joins E. M. Freystadt

Abbot M. Geer, formerly advertising director of *Skipper*, has joined E. M. Freystadt Associates, New York agency, as public relations director and an account executive.

PROGNOSTICATOR—*Charles Flynn (right), advertising and sales promotion manager of home furnishings, tires and industrials for Chemstrand Corp., accepts first prize—a football—for coming closest to final score of Holiday pre-game football party in Cleveland. Ralph W. Hench Jr., the magazine's vp and ad director, presents the autographed pigskin.*

When You Think About

THE SYRACUSE MARKET

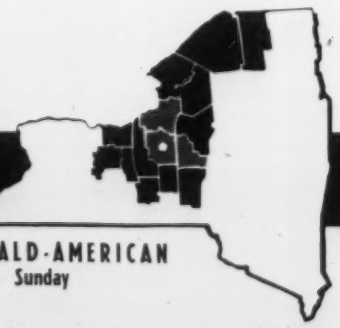
Think About

All of it!

Think of America's best test city—plus a score of sizable, prosperous cities like Auburn, Cortland, Ithaca, Oneida and Oswego. Think of 15 counties embracing one-third of the total area of New York State —with a population of 1,501,500 and buying power of more than $3 billion annually!

There's a single, effective and economical way to sell ALL of it! The Syracuse Newspapers deliver 100% home coverage of Syracuse and Onondaga County; effective circulation in the 14 surrounding counties.

No Other Combination of Media in the Area Will Do a Comparable Job at a Comparable Cost.



FULL COLOR AVAILABLE — DAILY AND SUNDAY

Represented Nationally by MOLONEY, REGAN & SCHMITT

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

CIRCULATION: Combined Daily 229,489 Sunday Herald-American 204,716 Sunday Post-Standard 102,982

Schaefer Drops Two Labels Hit in Carling Suit

CLEVELAND, Oct. 10—F. & M. Schaefer Brewing Co. has agreed to stop producing and distributing Standard brewing products under the names Standard Red Label beer and Red Velvet ale.

Schaefer's decision, set forth in an agreement with Carling Brewing Co., brought an end to a court fight between the two brewers over the labels.

Carling had contended that the sale of Red Label and Red Velvet brews by Standard Brewing Co., which was purchased here by Schaefer in June, was misleading to the public because the brand names were similar to Carling's Black Label beer and Red Cap ale (AA, July 24).

Carling had sought a court order to stop what it called a "flagrant attempt to confuse the casual purchaser."

After approving the agreement, Judge Saul S. Danaceau dismissed the injunction suit.

■ A Schaefer spokesman said that the firm will continue to brew and market Standard Premium beer.

"Our experience in Cleveland indicates that the name Standard means much more to the customer than do the two minor brand labels," he said. #

FÖRST*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

**FÖRST means FIRST in Danish*

Heilig Bolas Kortas Lyon Mapes Frank Tatham McDonald Bristow Posey Harper Ackerman

IN FOUR A'S FOYER—*Agency executives at the central region meeting of the American Assn. of Advertising Agencies in Chicago include Harry Heilig, R. Jack Scott Inc.; George Bolas, Tatham-Laird; Elaine Kortas, Marsteller, Rickard, Gebhardt & Reed; W. D. Lyon, W. D. Lyon Co.; John G. Mapes, Hill & Knowlton; Clint Frank, Clinton E. Frank Inc.; Art Tatham, Tatham-Laird; John W. McDonald, Buchen Advertising; Jack Bristow, Batten, Barton, Durstine & Osborn; Chester Posey, McCann-Erickson; Paul Harper, Needham, Louis & Brorby; and Ray Ackerman, Ackerman & Associates. The meeting was held at the Ambassador West Hotel.*

Thought Leaders Are Wary of Ads, 4A's Told

(Continued from Page 1)

showed that nine out of ten regard advertising "as a productive force in the economy." However, "many of the thought leaders question some of the 'side effects' of advertising.

"Religious leaders," it was said, "think advertising does not completely fulfill its social obligations. Irresponsible advertising, they say, makes business, as well as advertising, morally suspect. Sociologists think 'advertising is a cultural depressant, tending to destroy individualism.' Economists join with other groups in criticizing what they call non-informative, or purely brand-vs.-brand advertising."

"Another criticism common to all groups of thought leaders," the report said was: "Advertising influences people to buy unnecessary things."

■ Mr. Mapes said that the reason for this attitude is complex. "Some intellectuals think national resources are wasted when what they call 'unnecessary' goods and services are produced. But substantial numbers of thought leaders in all categories think, also, that Americans are growing too soft—that because of luxury living, we are losing the moral fiber and physical strength needed to stand up against the hard challenges of the day."

According to Mr. Mapes, since the study was made when the Berlin problem was critical, "the environment of tension unquestionably influenced respondents' thinking."

Mr. Mapes added that despite the criticisms of advertising, thought leaders showed "no sentiment for restrictive legislation or control of advertising."

As part of the study, it was said, an attempt was made to evaluate the basic attitudes of each person interviewed. Interviewers evaluated the attitudes of each respondent according to a series of questions. A summary of this phase follows:

• Does the respondent believe competition is wasteful, unproductive? "In the judgment of the interviewers, only one in ten of the people they talked to thinks this way. However, the corresponding percentages for clergymen and editors of intellectual publications are higher."

• Does the respondent believe that advertising itself is wasteful and unproductive? Of the respondents, 12% "believe that advertising is wasteful, and another 12% are on the fence. The most negative groups are economists, sociologists, and the editors of intellectual publications."

• Does the respondent believe that advertising promotes values that are too materialistic? Of the total interviewed, 44% would agree with that, and 11% more have mixed feelings. Only 45% would disagree.

• Does the respondent believe more money should be spent on schools, etc., and less on "unnecessaries"? "About one-third of the total would agree."

• Does the respondent believe that advertising should give the facts and only the facts? "The preponderant belief is yes—as high as three out of four in some categories."

■ Marion Harper Jr., president of Interpublic Inc., asked Four A's members at a closed session to send suggestions and criticisms of the pr program to the committee in charge of the program.

Hill & Knowlton will study these comments and will also devote much time to studying the research study before making recommendations to the Four A's board of directors. Mr. Harper told AA after the meeting that he does not expect the pr company to make recommendations before next February.

The Interpublic president also told AA that Four A's plans to move slowly on any pr or educational program. "I feel that this is a good research study, which should be carefully analyzed before we decide what we are going to do," he said.

The only finding in the study that surprised him, Mr. Harper said, was some of the positions taken by the religious leaders, which he felt were quite different from men interviewed from other fields.

■ Arthur Tatham, board chairman of Tatham-Laird, told AA that he was not satisfied with the survey. "I feel that the study should have been conducted among the general public, rather than with thought leaders, who represent only a small segment of our population," he said. "We are dealing with the general public daily; why not find out what it thinks about us," he said.

It was Mr. Tatham who blew the whistle last May on a proposal by Hill & Knowlton to start a pr program for the Four A's costing $135,000.

Another Chicago agency man also expressed his unhappiness with the study. He said that no attempt was made to find out what the thought leaders thought about other fields of business, such as the liquor industry, for example. "Since no comparison was made between the ad field and any other, we just don't know how we rate," he complained.

No floor comment followed the presentation of the report Thursday morning, but it was a prominent subject at pre-luncheon discussions.

■ Clinton E. Frank, chairman of the Four A's committee which supervised the study, said he thought the summary was "well received" at the meeting. He agreed that there were some differences of opinion, but said, "You can get all kinds of opinions—to do this, or to do that. But you have to start somewhere. That's what this is—a start."

■ The core of the problem of the ad field is the thousands of dull, mediocre ads which are turned out by admen, William A. Marsteller, board chairman of Marsteller, Rickard, Gebhardt & Reed, said in addressing the Four A's.

"Dishonesty we can deal with quickly and positively," he said. "Offensiveness and bad manners, while more subjective, carry social penalties in advertising as they do in any other phase of civilized life. But dullness, toothlessness, emptiness—aren't these, too, frauds of a sort? And how shall we deal with them?"

Mr. Marsteller named the following four methods that his agency is employing to eliminate mediocrity:

1. "We are trying to put our most creative people in the most sensitive spots in the company—those that carry the most prestige and the most money."

2. "While we are of course trying to hire the best people we possibly can, as every agency I've ever heard of is also doing, we are at the same time trying to eliminate from our staffs those of low ambition and limited ability."

3. "We are trying to be articulate to our people about the work they are doing. We praise publicly and criticize quietly, but we are trying to let all our people realize that what they are doing is being judged."

4. "We have only one set of standards—all the way from getting to work on time, through the writing of conference reports and including preparation of advertising itself, and those standards are equally binding on management and non-management people of every station."

■ Peter E. Schruth, vp and advertising director of *The Saturday Evening Post*, urged the agency man to "go beyond the numbers game" when buying magazine space.

He charged that some magazines are engaged in forced circulation activities, and added that "diluted circulation is a drag on the magazine field."

Mr. Schruth advised advertisers to employ more continuity and frequency in ad campaigns in magazines. Last year, he pointed out, the average single advertiser ran 4.7 ads in the *Post;* 4.1 insertions in *Life;* 4.2 ads in *Better Homes & Gardens,* and 3.7 insertions in *Good Housekeeping.*

He also suggested that agencies become better acquainted with the audiences of the various magazines, and that more imagination be employed in the creation of ads for magazines.

■ Oliver Treyz, president of ABC-TV, asserted that there was a need for a closer relationship between agencies and television networks, particularly in the area of buying shows for clients.

He advised agencies to determine the needs of their clients and then begin talking to the networks during the fall months about shows and time slots for the following tv year. He warned that by mid-January, 1962, the 1962-'63 ABC-TV schedule "will be locked in."

■ Charles T. Lipscomb Jr., president of the Bureau of Advertising, touched on the national sales force program being conducted by the BofA and the American Assn. of Newspaper Representatives in selling newspaper advertising to key advertisers.

"Throughout the investigation, planning and preparation of each project, the advertisers' agency is consulted repeatedly by the BofA-AANR team and is kept advised of all presentation plans," Mr. Lipscomb said. "Our aim is to get all the help we can from the agency and to give the agency all the help we can in serving the best interests of both agency and client."

■ Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, made a presentation on "Eleven Campaigns I Would Like to Have Made, and Why."

Although he commented on some 46, Mr. Cone's top choices were campaigns created for Pillsbury, *Ladies' Home Journal,* Life Savers, Hathaway, CBS, Jell-O, Johnson & Johnson, Polaroid, Kraft, Volkswagen and Western Union.

■ James Isham, exec vp-creative services, of Needham, Louis & Brorby, took his cue from current trends in advertising to predict what future ads will be like:

"The best ads tomorrow will be simple and direct," he said. "They will be relevant. Increasingly, they will find their themes and their drama in the product itself.

"They will be believable. More advertisers will discover the power and effectiveness of understatement," Mr. Isham continued.

"They will not only deliver a selling message built around a single strong selling idea, but will leave the reader with a clear net impression, or image, of the product and its maker."

He said that the trend to the use of "page-dominating" illustrations will continue, and that "we will find new ways to exploit the potentialities of the camera, the illustration, the microphone.

"Tomorrow's great ads will borrow from the great ones of today and add something new of their own. For in this business of making ads, once something becomes a trend, it loses much of its value."

■ The value of "intrigue" in advertising was discussed by Clark Leavitt, of Leo Burnett Co. Intrigue, he said, is "the quality of a stimulus that encourages investigation, exploration and resolution."

The nature of intrigue in advertising, he suggested, "might be defined as an unexpected relationship between two or more familiar objects, but a relationship that is justified—that makes sense."

Mr. Leavitt said such values of advertising could be learned by more basic research. "We have been saddled too long with shopworn and inadequate assumptions about advertising attention value," he said. "We must now learn more about the relationship of visual efficiency to visual intrigue—how much effort a reader *will* give to understanding an advertising message."

PROBE SURVIVED TATHAM QUESTIONING

CHICAGO, Oct. 11—Last May a Hill & Knowlton proposal that the Four A's start a public relations program costing $135,000 in the first year was stopped short by Art Tatham, of Tatham-Laird. What survived Mr. Tatham's criticisms was a proposal to conduct a "definitive depth attitude survey to explore further the premise that the principal problem of advertising is not with the general public but with the criticisms of it that stem from thought leader groups."

Results of that "definitive depth attitude survey" appear in an adjacent column. The remainder of Hill & Knowlton's proposals—a special Four A's magazine for thought leaders, contacts with colleges, writers and opinion formers, speeches, and organized and "positive" publicity—were shelved, pending results of the research (AA, May 1). #

Shakespeare to MacManus

Shakespeare Co., Kalamazoo, Mich., manufacturer of fishing tackle and archery equipment, has appointed MacManus, John & Adams, Bloomfield Hills, Mich., to handle its advertising. The account bills about $250,000-$300,000. MacDonald-Cook Co., South Bend, Ind., formerly handled the account.

OA Moves to New Office

OA Business Publications has moved its offices to 288 Park Ave. W., Elmhurst, Ill.

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Scripps-Howard Newspapers

J. W. Dargavel, Head of Drug Group, Fair Trade Backer, Dies

CHICAGO, Oct. 10—Dr. John W. Dargavel, 67, national leader of the drug industry and executive secretary of the National Assn. of Retail Druggists, died yesterday of a coronary occlusion.

Dr. Dargavel was elected president of the association in 1931 (the youngest man to hold the office) and became chairman of the association's board the following year; one year later he was named secretary and general manager. He also served as editorial director of the *N.A.R.D. Journal*, and was perhaps the country's leading proponent of fair trade.

RAYMOND H. SAWYER

OMAHA, Oct. 11—Raymond H. Sawyer, 66, well known seed marketer and broadcasting executive, died of cancer at his home in Shenandoah, Iowa, Oct. 7. He was executive vp and general manager of Earl May Seed & Nursery Co., Shenandoah; secretary of May Broadcasting Co. (KMA, Shenandoah, and KMTV, Omaha); and vp of KFAB, Omaha. He was a director of the three corporations.

Born in Prairie City, Ill., and a graduate of Northwestern University, Mr. Sawyer was active in trade, educational and fraternal circles. He was past president of the American Seed Trade Assn. and an honorary member of that organization and the Iowa Seed Dealers Assn.

WALTER M. HEYMANN JR.

CHICAGO, Oct. 11—Walter M. Heymann Jr., 43, vp and director of sales development of North Advertising, Chicago, died yesterday in Presbyterian-St. Luke's Hospital after a long illness. Mr. Heymann joined North Advertising Feb. 10, 1958, after having been an account executive at Foote, Cone & Belding. Prior to that, he had been a merchandiser for Goldblatt Bros., Chicago department store operator.

Mr. Heymann was chairman of the March of Dimes campaign in suburban Highland Park, publicity chairman of the Highland Park Community Chest, and director and secretary of the Civic Assn.

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Sessions Joins Wermen

Albert A. Sessions has joined Wermen & Schorr, Philadelphia, as an account executive. He was formerly with Lawrence C. Gumbinner Advertising Agency, New York.

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What people of consequence say about LIFE

General Dwight Eisenhower: "Every publication that seems to me devoted to the building of a better America invariably wins from me a mental salute. LIFE's effort to define and support our National Purpose is the kind of thing that helps to increase America's dedication to her own noble aims."

Donald Douglas, Jr., President, Douglas Aircraft: "I believe that the changes being wrought in LIFE are a worthwhile step toward keeping us the best-informed people in the world."

Senator Stuart Symington: "LIFE's story on SAC could not have been more timely, or effective in presentation as the result of your new format. The more our citizens understand the complex, constant business of maintaining national security—the better prepared we will be."

Admiral Arleigh Burke (USN, Ret.), Former Chief of Naval Operations: "LIFE magazine is providing an example of 'coverage in depth' which will be of benefit to its readers, as well as to students of international affairs. I hope its editors continue to approach major events with the same considerate and dispassionate approach they have been using in the new LIFE."

Richard M. Nixon: "LIFE is rendering a great national service in the policy announced by its Publisher, June 2, and implemented by its Editors since then. I have full confidence that this policy of putting adult discussion in depth before the American people will open new channels of informed communication in our republic."

Louis B. Seltzer, Editor, The Cleveland Press: "The important thing about LIFE and its editors is a basic recognition that, superb as the editing job has been during its first quarter-century, the rapidity of change . . . requires the same swift shift in the techniques of editing, of presentation."

Director-producer Alfred Hitchcock: "Where there's LIFE, there's not only hope, but also a graphic insight into the people who create the facts and foibles of our time and the world around us. For this reason, I find the new LIFE both highly informative and diverting."

C. R. Smith, President, American Airlines: "LIFE has shown an ability to pick out the events and trends of importance and make their meaning understandable to the reader. This is a very useful and necessary service to the nation."

Dr. Leonard W. Larson, President, American Medical Association: "I have long had great respect for the incisive reporting found in LIFE magazine. My admiration has increased in the last several weeks as your editorial emphasis has taken on a new social conscience."

Dr. Simon Ramo, Thompson, Ramo, Wooldridge, Inc.: "As we progress toward an increasingly complex technological society, the public's 'need to know' expands in importance. LIFE's action-oriented format capably meets this requirement with clarity, depth and objectivity."

Alfred M. Gruenther, President of the American National Red Cross: "Congratulations on your new look. I am delighted over LIFE's continuing efforts to stimulate a stronger sense of national purpose. Keep up the good work."

Philip Liebmann, President, Liebmann Breweries, who wrote of the July 9 issue: "This is the finest issue of LIFE I have ever seen. The new format stands out at its best."

Marshall Field, Jr., President, Field Enterprises, Inc.: "I am confident that LIFE's pledge to help win the cold war and create a better America will be fulfilled."

Charles H. Percy, President, Bell & Howell: "LIFE's new editorial approach to the news, in picture and in prose, provides a deep, yet rapid insight into many areas of knowledge which must be understood if we are to prepare ourselves to deal wisely with the problems that face us—if we are to preserve the principles which give our lives meaning and worth."

Dr. José A. Mora, Secretary General of the Organization of American States: "Knowledge based on reputable information is of vital importance to President Kennedy's Alliance for Progress Program. In this respect, LIFE magazine can make a great contribution by conveying the knowledge that is the key to better understanding among the peoples of America."

Sen. Hubert H. Humphrey (D.-Minn.), Senate Democratic Whip: "LIFE is today performing a service which I believe is vital for the American people. LIFE presents the issues and the news in responsible but dramatic and sensitive style. Americans need to know about the significant developments of the day in human terms."

Rev. Theodore M. Hesburgh, President, Notre Dame University: "I hope you never abandon the Editorial Page in LIFE . . . One might take objection at times to the pictures that sell LIFE, but no one would object to the fine thoughts and inspiring ideas that so often appear upon your Editorial Page. In this you have certainly established a fine tradition."

Henry C. Alexander, Chairman of the Board, Morgan Guaranty Trust Co. of N.Y.: "For years LIFE has been doing its job superbly, but it always seems to be seeking—and finding—good new things to do and good new ways to do them. Perhaps its greatest skill is gauging the big needs of the time, and alerting its vast audience to them.

Walter T. Murphy, Public Relations Manager of Ford Motor Company: "If we could do as well with Ford cars as you do with LIFE, life would be a picnic for us."

Joan Fontaine, actress: "I am intrigued by the way LIFE is now balancing its reportage of the rather overwhelming events of the day with attention to the humorous and ridiculous aspects of the human condition. LIFE seems to have rediscovered its sense of humor amidst today's tumults."

People value LIFE

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